

Greenbuild Conference & Expo 2021 Recap

Introduction ([00:01](#)):

Welcome to green building matters. The original and most popular podcast focused on the green building movement. Your host is Charlie Cichetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a LEED Fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. Settle in, grab a fresh cup of coffee and get ready to find out why green building matters.

Charlie ([00:34](#)):

Hey everyone, welcome to a special episode of the Green Building Matters Podcast. I want to talk to you about the Greenbuild Conference and Expo that was just held in San Diego, California. I was fortunate to go. It's actually my 10th Greenbuild I've been to since joining the green building movement. I missed a couple of them Philadelphia and Toronto way back, but I really enjoyed this event every year. It was in person as well as virtual. Some of the Greenbuild conferences I've been to in the past, I've had 20-25,000 people. This one, only about 4,000 people in person and then they tapped in quite a bit around the world virtually. For those that don't know the Greenbuild Conference and Expo, they rotate cities every year. The U S Green Building Council puts on this event where green building professionals from all over the world get together.

Charlie ([01:29](#)):

It was September 21st through 23rd in San Diego. I was fortunate to go with several of my colleagues. We even had a booth there representing our green building companies, including gbes.com, which many of you use for our education material? I always want to say thank you for that. We want to partner and help you throughout your green building career. I go every year to still get energized about the work we're doing to really see clients, to see industry contacts, to meet new people, and also see some of the latest trends and technologies that maybe I can bring back to some of our projects. Again, this year, it was a little smaller, but that's understandable here as we're still in and trying to get out of the pandemic. I was inspired. I wanted to give you some cliff notes on what I saw, what some of our team took notes on. You go and you have an expo, there's an expo hall, but then there's the conference.

Charlie ([02:28](#)):

There's the keynote speakers. There are sessions that have topics that have been curated just for you. Maybe you pick a certain track that you really want to specialize in and take that information back to your day to day green building work. Here's some of our takeaways we knew this was happening. We talk about it a lot here on the podcast with all of our guests from all over the world, but embodied carbon and the shift from operational carbon. Now operational carbon remembers how efficient your building is. There's still a lot of work to do there. Luckily some local mandates in different cities and programs like LEED are going to force us to set up more energy efficient buildings. That's operational carbon, but embodied carbon and how much energy actually is in the materials we use to build buildings and renovate them.

Charlie ([03:19](#)):

But don't forget embodied carbon also is the process, the construction process, and even the supply chain. We're seeing a big emphasis also on embodied carbon. We're also talking about how zero net energy is not enough. We've got to go ahead and plan for regenerative design. For example, at GBEs, we have a regenerative design course coming up. We'll be offering that more in 2022 as well. Zero net energy, while not a lot of buildings have been able to achieve it. All of the green building enthusiasts admit, we actually need to think beyond that. Think net positive and really think regenerative design. You also go to a conference like this to see the authority, the employees at the authority, the US Green Building Council, and then GBCI, Green Business Certification Inc, who give out our exams and they also certify our buildings so we can get the technical updates.

Charlie ([04:15](#)):

There were quite a bit of LEED versions, 4.1 technical updates and also an additional emphasis on AQ that makes sense as this healthy building movement continues to ramp up. There's a change in leadership coming at the US GBC. Mahesh. John who's been there for many years and really is the only the second CEO behind Rick FredReezy will be stepping down before the end of 2021. I want to say thank you to Mahesh for everything he's done to grow LEED internationally, to make LEED a more performance-based and also a technologically advanced program when it comes to our green building movement. Again, Mahesh, thank you for everything you've done for the US GBC, for LEED, for my companies and

just to inspire the green building movement, even on a more global scale. Peter Templeton will be coming in as an interim CEO.

Charlie ([05:14](#)):

There's a little change to the US GBC and leadership. We're excited to see what's to come in 2022 with the nonprofit, the US GBC. We're also seeing quite the push on ESG, environmental social governance. This is where buildings of course get a LEED certification, but companies really need to do a better job and have an answer for corporate and social responsibility or ESG at the Greenville conference. We saw an extra emphasis, not just on the E right. That's what we've been doing for a long time. The Environment must have less of an impact on the environment. Let's be responsible as a company, not just as a real estate owner and portfolio, but the social side of it is a little harder to measure. We can measure our kilowatt hours saved, our gallons of water saved and so much more on the E.

Charlie ([06:11](#)):

But what about the S it's, in my opinion, more leading indicators, what are we doing for our community? What are we doing on the social side of it? Fascinating Sessions and presentations all around the fact that ESG and corporate responsibility is really a new frontier. Some have been working on it for a while, but just this part of our overall green and green building movement, ESG keeps an eye on it. What's your part going to be? On the social side of it we've got to look at the certification and transparency label you can get as a company. I'm really proud that our company just did that. You have to take a look at environmental justice and social justice together. They really can go and work together. The expo hall, we really, enjoyed having a booth and getting foot traffic, meeting new people and seeing some of our existing friends and industry and clients.

Charlie ([07:10](#)):

There were a few interesting demos in and outside of the expo hall. I want to give a shout out to two companies that really were interesting. There's a movement that we all need to get more prepared for as our buildings move to all electric. Residential, for example, in California will come first with all electric, therefore not cooking with gas. Growing up, I loved to cook. Cooking with gas is usually a preference amongst cooking enthusiasts. They had a nice demo set up about cooking with induction. You can still do a fantastic job here with an electric range and induction, and here's what you're able to achieve. I think the more people see

it and understand it with testimonials that it's okay, and it's as good as. Certainly really nice that high end restaurants have already switched to induction.

Charlie ([08:02](#)):

We need to see that. We need to see that social proof. There's an interesting demo as the mandates pushed us towards all electric, especially with some residential in certain regions. Come test it out, try it out and move towards induction. Another one was bestbees.com really impressed by this company. If you have a rooftop and your office building in a certain city, they will come and put up to four beehives on your roof. They'll actually service it and then they'll come out and help extract the honey, jar it and give that to you. You actually get to keep the honey. It's really kind of like an annual subscription model for your building of your corporate campus, or just say an office building. If you want to earn some extra LEED points because now you grow some food on site, and you're really supporting some urban agriculture, a really pretty cool company here.

Charlie ([08:59](#)):

I was just impressed. Lastly LEED for communities. We've seen that it really gained traction. We actually had a client that presented on two of our projects in Minnesota, showing that they even have a category for quality of life. It's just an amazing program. I'm glad it got a showcase there at the Greenbuild Conference in San Diego. These are just quick notes. Some of you are already reading up on this, some of this is emphasized on our podcast here. The Green Building Matters Podcast. As you listen to it every week, thank you to our loyal listeners. I really enjoy getting notes from you, a LinkedIn message or an email. If you have any comments or maybe you have a special guest, you really think I should interview, shoot me an email, charlie@gbes.com or shoot me a LinkedIn message, because I'd love to hear feedback on what you like about the show. If there's anything you'd like me to consider, maybe adjusting, or maybe you do have special guests. I think a lot of these topics, if you're hearing it on this special episode, you've heard it on some of our guest interviews. It came up here at the Greenbuild Conference. You need to be reading up on all of these trending topics. Next year. Greenbuild 2022, it's November 2nd through 4th in San Francisco, California. Have an awesome week.

Charlie ([10:26](#)):

I just want to say thank you to our loyal listeners. We actually are celebrating over one year here on the Green Building Matters Podcast. Me and the entire team

were stoked and just so glad you continue to listen every Wednesday morning to a new interview with a green building professional here in this industry, or just some pro tips that we want to make sure that you are getting straight from us straight to you.

Charlie ([10:51](#)):

Thank you for listening to this episode of the Green Building Matters Podcast@gbs.com. Our mission is to advance the green building movement to best in class education and encouragement. Remember, you can go to [GBEs.com/podcast](#) for any notes and the links that we mentioned in today's episode. You can see the other episodes that have already been recorded with our amazing, yes. Please tell your friends about this podcast, tell your colleagues, and if you really enjoyed it, leave a positive review on iTunes. Thank you so much. And we'll see you in next week's episode.