

200th Podcast - Special Edition!

Introduction ([00:02](#)):

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](#)):

Hi everyone. Welcome to episode number 200 of the Green Building Matters Podcast. This is just going to be me talking today on some reflections, some thank you's, and a look ahead. I can't believe it. We've actually been doing this for almost four years. As we release this episode, December 1st, 2021, I wanted to look back and it all started. Some of you may be new listeners to the show, so welcome. When you have time go to gbes.com/podcasts, you can scroll all the way back to some of our early interviews. I joke, but I think it's true. I've become a much better interviewer as we interview someone every week from somewhere in the world, that's a green building professional. We hear their story and we find out how they got to where they are today. What's keeping them busy? What's around the corner?

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

Pro tips, good habits, books and we've got an amazing list of book recommendations. Make sure you check that out. I really enjoy having conversations with green building professionals, as I reflect and I look back from January, 2018 through now, we're at episode number 200. In our

system, it may say 201 because we have an episode zero. This is episode 200 and we're coming up on almost four years worth of the podcasts. I'd say we were an early adopter of podcasting within the green building movement. I want to give a shout out and thank you to our team at Green Building Education Services, gbes.com. We've been around for 14 years. Some of you may not know that we've really been growing our team over the last couple of years.

Charlie ([02:26](#)):

All things LEED and WELL exam prep, continuing ed. We've ventured into so much more education with ESG and carbon and not just WELL, but now Fitwell. We're trying to bring you the latest topics. We've got a whole production team and I want to thank GBEs for sponsoring the podcast. All of you can listen to it every single week. I also want to thank our podcast editing and production team. Yes, we have a team that works on these. I just do the easy part. I get to have the conversations, but we have audio technicians and a team that puts all the correct links together, publishes them, tags people on LinkedIn, and gets the word out. I just want to say a special thanks to Carla on our team, to Danny, and all of Danny's team that helps every week with the podcast.

Charlie ([03:21](#)):

Thank you all very much. As we look back to January, 2018 and the year of 2018, where were we at with green buildings and healthy buildings? LEED was continuing to go strong. It was growing on many fronts, especially LEED for existing buildings. WELL, and Fitwell were new on the scene and there were only a couple of years, two, three years in. We hadn't had the pandemic yet. We had LEED, but we didn't have a lot of clients going all in on WELL and FitWell, only some early adopters. ESG has made its way really into new construction, but it was sneaking up more on the existing building side and is this a green portfolio or not? That's kind of where we

were in 2018. Roll around to 2019, still some growth with LEED with the economy.

Charlie (04:15):

The 2020 pandemic hits. We're fortunate that our small, but growing businesses have been okay through the pandemic. In part because we have great customers, great clients, and we're in a kind of recession resistant industry, green buildings, healthy buildings, education, and trying to just improve everyone's careers and give them access to all this material. A lot of our customers did retool to grab some extra credentials and do that. Continuing ed they've been putting off. Luckily some clients were very consistent with LEED, and also embraced recertifying their LEED for Existing Building Projects, their ARC performance scoring projects. Of course, this is a healthy building or not 2020 into 2021 this year? We saw a lot of growth with WELL and Fitwell credentials and of course certifications and the viral response system.

Charlie (05:19):

It's been a pretty wild four years. When I look back, I also wanted to go through some of the career advice notes. Our team has put together a list of all that great advice that's given on our podcast. Is it a common theme? Do you love to do what you do? Follow your passion. Really stretch yourself, say yes to more things early in your career. And then you can focus on certain things later in your career, just chase opportunity. You'll find listening to this podcast is very encouraging. It's about storytelling and we're going to keep this format for the foreseeable future. It's 30 to 45 minutes an episode, we've got access to some incredible guests that are on all spectrums of their green building journey. From the sustainability folks at Google and Starbucks and very large architecture firms like HOK, to the CEO of the US Green Building Council, all the way to those that are passionate young rock stars that have the credentials are doing the work within their companies.

Charlie (06:25):

It's amazing to see some of them going in a certain direction with their career, the amount of influence to kind of get into green and now green buildings. And that's very encouraging as well. I love the advice that's given on the show. Make sure you take notes there on the career advice. If someone is just now jumping in, it amazes me how many guests I've interviewed that the green building movement is a second career for them, or maybe a third chapter. They've gotten into it and there is no better time to start than now. Looking back on that feedback, that positivity and encouragement, it's encouraged me to double down on this podcast. Let's keep going with a weekly interview. I would love for our listeners to give me some feedback.

Charlie (07:14):

I always say, "shoot me an email." Some of you do. If you ping me on LinkedIn, thank you, Charlie@GBES.com. If you have a podcast guest you'd recommend, tell me what the show has meant to you, and if you have any recommendations, I'd love to hear from you a big shout out though, to our listeners. That's what this is about. It's a free podcast. It's about giving you a weekly dose of inspiration storytelling you can take back. Maybe you've learned something about the programs we work in, or maybe you've just really heard someone else's story and it's not always been easy, but they didn't let that stop them. Now they've really made a difference in this green building movement. We can all agree that sustainability is here to stay. The green building programs we get to work in their tools that help us all have the right conversation. Talk the same language. Compete a little bit, get higher levels of certification, or prediction of the future. This came up when I asked my guests what's around the corner. What should we be reading up on now? Those answers are smart buildings, all things ESG. Let's make sure we're focused on decarbonization of our existing buildings, electrification of fossil fuels even for our existing buildings. Let's make sure we're moving towards not just more efficient and green buildings, but net zero buildings.

Eventually, hopefully sooner than later, net positive or regenerative buildings, that's where we all need to go. We are on that track and it's getting sped up faster than ever. As you listen to a podcast in a given week, I'd like to challenge you the listener.

Charlie (09:04):

We do put a link in the podcast to show notes to the LinkedIn profiles of all of my guests. If you would connect with them, tell them what you liked about the podcast interview. Maybe some commonality. Some might seem like, "Oh, they wouldn't want to hear from me." That's just not true. It's all about having conversations. It's all about having encouragement back and forth. I want to challenge you to please connect, not just hit the connect on LinkedIn, put a little note in there, let them know that you heard the podcast interview and pick out a couple of things there that really meant something to you. Let them know what that has meant to you. Let's share that, encourage them back and forth. Hopefully what you're hearing from me today, episode 200 is, 'm very grateful that I've been able to do this.

Charlie (09:56):

We didn't know where it would go, but I'm really proud that we've got 200 episodes, tens of thousands of downloads over this period of time. It's fascinating to see the listeners that are in all the different parts of the world. Thank you for the work you do. I don't even know about it, but I hope this is having a positive influence on you. At least those Wednesday mornings here in Atlanta, Georgia, where we are based when we release these episodes. Hopefully, that's something that means something to you every week. Reach out and give me feedback. Thank you for being a listener and one big favor here on episode 200. Tell your friends and colleagues about the podcast. If you're on your phone, whatever you use to listen to your podcasts, I use an iPhone. If you're listening to it on iTunes, you can just hit a button, text it to someone. If you would, let's get our listener base up here. Let's get the word out. As you have time, go back and listen to previous

episodes. And from me, the entire team at GBS to all of you, thank you and lots more to come.

Charlie ([11:09](#)):

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 are stoked and so glad to 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. Thank you for listening to this episode of the Green Building Matters Podcast @gbs.com. Our mission is to advance the green building movement through best-in-class education and encouragement. Remember, you can go to gbs.com/podcast for any notes and links that we mentioned in today's episode. And you can actually see the other episodes that have already been recorded with our amazing guests. 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. We'll see you in next week's episode.