

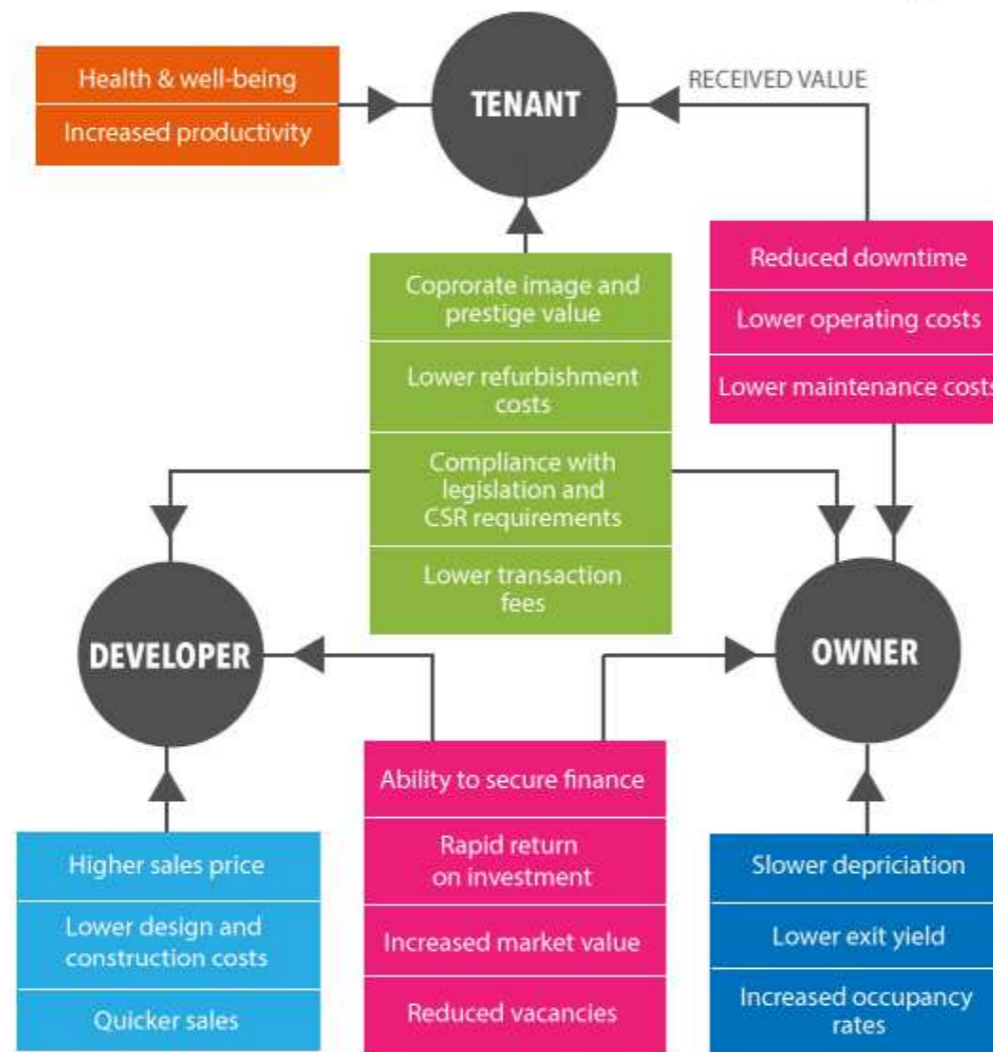


The Business of Green Building

7 Green Building Principles

- 1 Take an intelligent approach to energy
- 2 Safeguard water resources
- 3 Minimize waste and maximize reuse
- 4 Promote health and well-being
- 5 Create resilient and flexible structures
- 6 Take into account the building's effect on the community
- 7 Consider all stages of the building's life cycle

The Business Case for Green Building



Source: World Green Building Council, 2013

Payback Time for Green Investments in Years



Source: McGraw-Hill Construction, 2013

Regional Business Drivers for Green Building

And Estimated % of Firms With More Than 60% of Work Green in 2015



Source: McGraw-Hill Construction, 2013