

## WHY BUILD GREEN?

Green building has tangible economic benefits. Not only does it impact the natural environment, but it has a vast impact on the economy, both global and local. Benefits such as lower operating costs and reduced maintenance and replacement costs are just some of the affecting factors to the bottom line. While green construction methods can be integrated into buildings at any stage, the most significant benefits can be obtained with an integrated design approach adopted at the earliest stages of a project development.

In the United States, buildings account for:  
39% of total energy use  
14% of potable water consumption  
72% of electricity consumption  
38% of carbon dioxide emissions

Potential benefits of green building include:

### **Economic benefits**

- Expedited plan checks
- Tax incentives provided by local and state municipalities
- Reduced operating costs due to energy and water efficiency
- Boost to local economies through the use of local materials and supplies
- Durable, high-quality products and equipment that require less maintenance and last longer
- Enhanced consumer and employee productivity
- Optimal life-cycle economic performance creating long term value (i.e. higher resale value, lease rates)

### **Social benefits**

- Strategic marketing and public relations opportunities
- Enhanced consumer experiences
- Attractiveness to quality tenants
- Heightened aesthetic qualities
- Minimal strain on local infrastructure
- Overall quality of life improvement

### **Environmental benefits**

- Protects biodiversity and ecosystems
- Improves air and water quality
- Reduces waste streams
- Conserves and restores natural resources

Additional information can be found at [www.energy.gov](http://www.energy.gov), [www.epa.gov](http://www.epa.gov) and [www.usgbc.org](http://www.usgbc.org).

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