

Pitching Green – Our Responsibility

For
Consulting Architects of Alberta
Annual General Meeting 2018

consulting
ARCHiTECTS
of ALBERTA



Design Impacts the Environment!

Building operations consume a third of all the energy we produce

- In Edmonton, 39 per cent of green house gas emissions come from emissions come from building operations, with similar rates in Calgary.
- Through design and construction, architects have an impact on one-third of all carbon emissions



Pitching Green – Leading Change

- Opportunity! We're positioned to lead change
- CAA is "Pitching Green"
 - Advocacy for green design and building practices



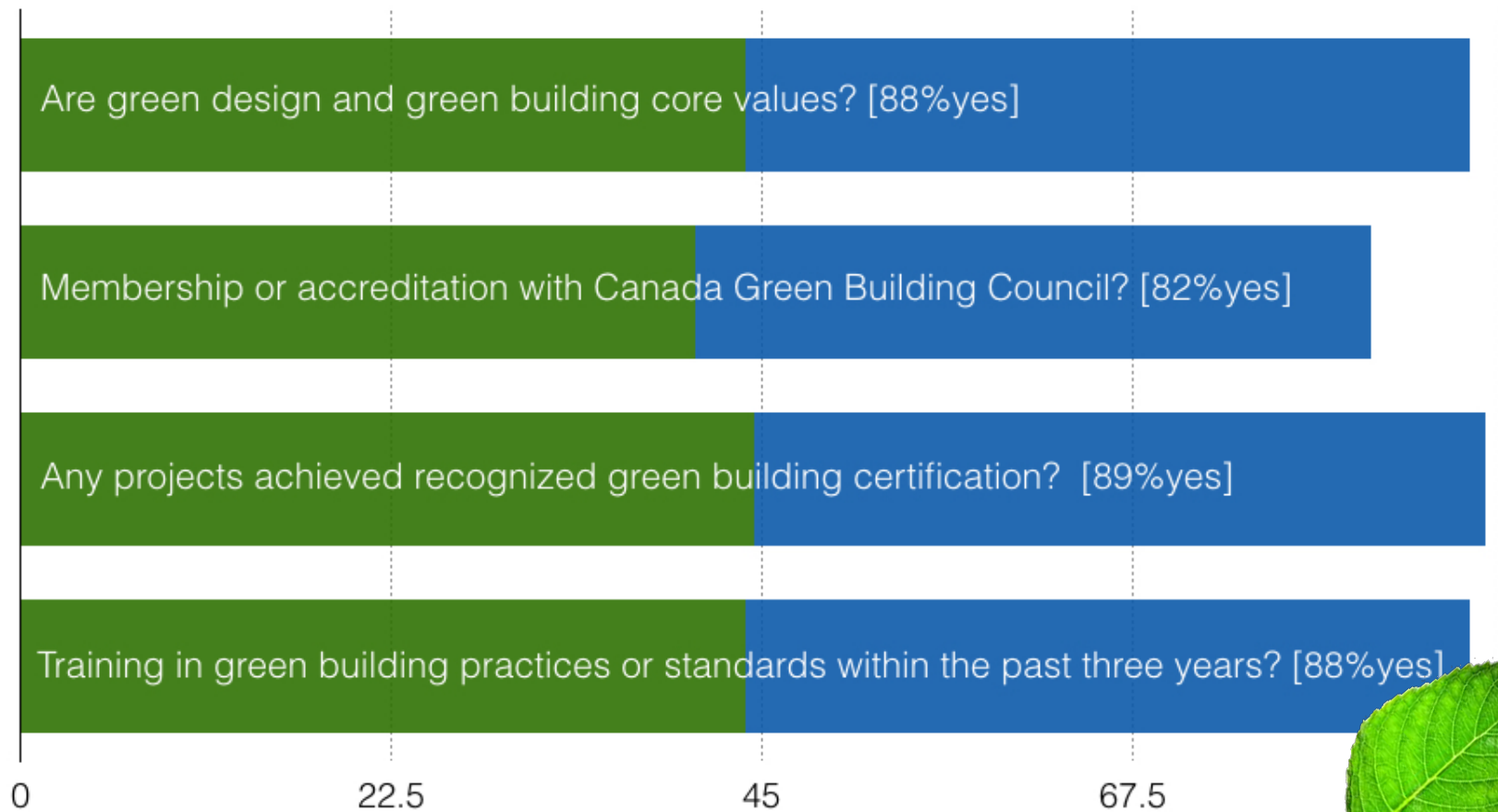
Pitching Green (cont'd)

Three phase project

1. Consultation – wrapping at the end of the month
 - Began the push in May
 - Survey...green building values and practices
2. Engagement – grant application in progress
3. Implementation

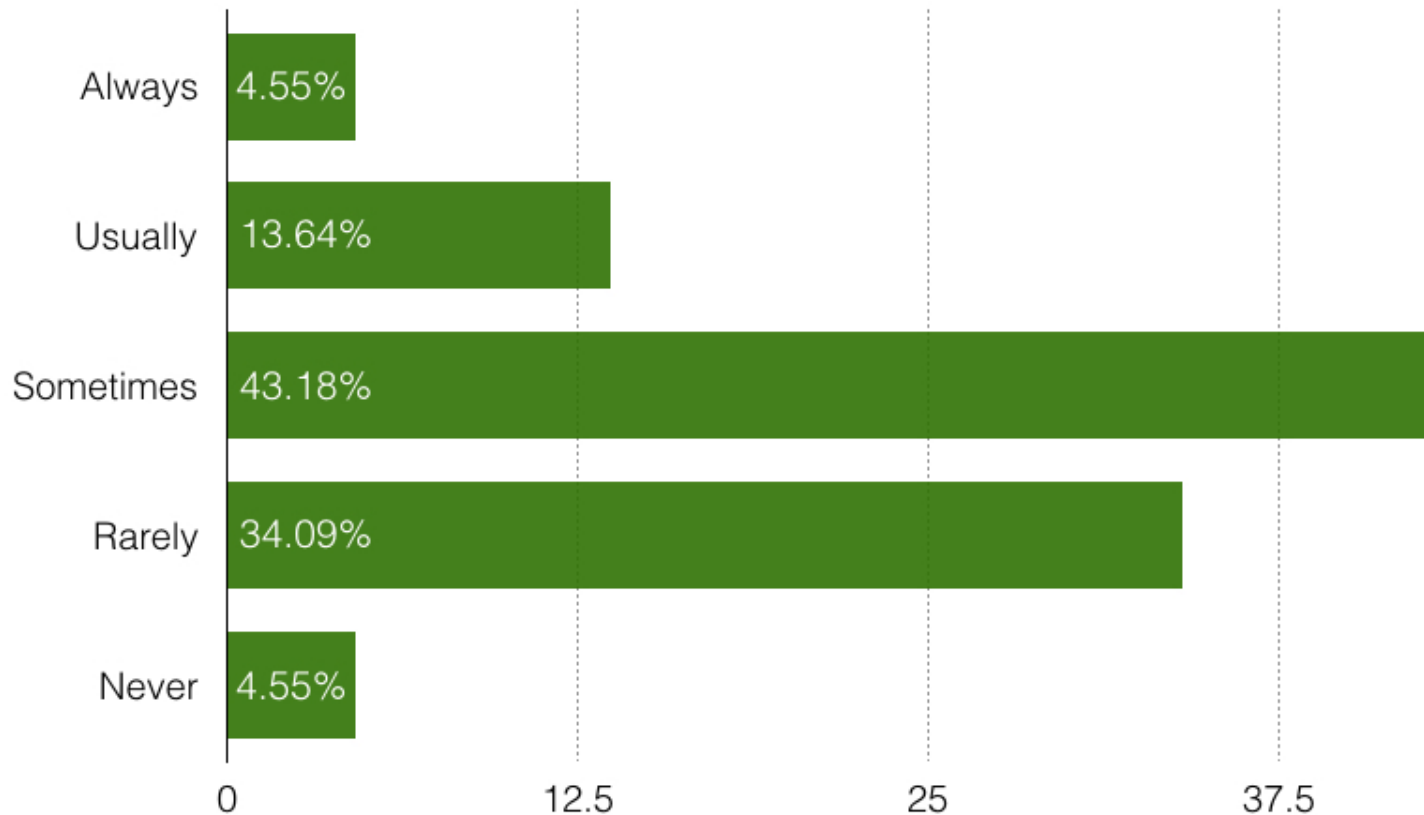


Green Values



Green Practices?

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



Pitching Green Factors and Obstacles

Very or extremely important factors

- Engaged and motivated clients – 86%
- Strong policies and legislation – 64%

Cost (as a negative factor) – 57%

- Comments point to cost as the major obstacle
- Cost and perception – lack of client understanding of long term value
- “Commonsense green”



An Emerging Picture

- Most Alberta Architects trained in green, committed to green
- But! Cost and clients present challenges



Next Steps...The Challenge

Pitching Green Phase 2

- Continued research
- Improve website and build best practices database
- Communicate and educate – members and clients
- Advocate and lobby with government

Influence and knowledge can lead change!

