



## **The Green Buildings Showcase: A Celebration of Ottawa's Sustainable Buildings**

**Opening Ottawa City Hall – Thursday, November 10<sup>th</sup>**

The Better Buildings Breakfast to be held on November 10<sup>th</sup> will be the opening of the first ever Ottawa Green Building Showcase. The showcase is a celebration of Ottawa's accomplishments in the field of sustainable building. This special event will be held at the Jean Pigott Room at Ottawa City Hall. It's going to be great. Don't miss it.

### **The Green Buildings Showcase**

The Green Building Showcase is a celebration of Ottawa's accomplishments in the field of sustainable buildings. The Showcase is a display of buildings that have achieved a green building rating from either the Canada Green Building Council or the Building Owners and Managers Association of Canada. Buildings will be grouped into categories such as commercial, residential, institutional, retail and educational and an exemplary building will be selected from each category.

A series of vertical display panels will be produced to show off the buildings, to provide information about their ratings and general information about how ratings are achieved. The panels will initially be on display at City Hall available to the public, municipal staff and politicians and then toured to various locations across the City.

### **Who Is Behind The Green Building Showcase**

The Real Estate News Exchange, The Ottawa Chapter of the Canada Green Building Council, The City of Ottawa and the Cushman and Wakefield Ottawa Green Real Estate Practice Group are collaborating to put on the Green Building Showcase.

The Green Building Showcase will be launched at a special Better Buildings Breakfast to be held at Ottawa City Hall on the morning of November 10<sup>th</sup>.

The Breakfast will also feature a presentation from the City of Ottawa about its Green Building program and a keynote address (see below).

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**Keynote Address:** Franklin Holtforster, CEO, MHPM

**Presentation: Sustainability and the Bottom Line - Ignore at Your Peril**

Designing sustainability into facility projects and ongoing operations is an imperative for future worth and return on investment. Paying homage to Philip Crosby's concept that quality is free, Franklin Holtforster's dynamic presentation tackles the popular notion that sustainability is unaffordable by demonstrating unequivocally that the reverse is true. Expect provocative ideas and lively audience discussion.

Corporate sustainability is a "key driver" of innovation that also yields real financial rewards rather than extra cost, says the Harvard Business Review. "By treating sustainability as a goal today, early movers will develop competencies that rivals will be hard-pressed to match."

Those early movers are well down the path to success. Where is your organization? Whether you believe that climate change is real or a hoax, your next building project had better incorporate sustainability. If it doesn't, that building and your organization will be relegated to the dust heap of history along with everyone else who "didn't get it."

Franklin Holtforster suggests there will be "no future to build on" if we don't incorporate sustainability into the equation. The time is already here when you will lose your investment and your customers if sustainable design is not included. Naysayers who claim that sustainable design costs too much will quickly discover that there is no market for their unsustainable facilities and products and that the cost of operating and maintaining a non-sustainable facility continues to escalate.

Mr. Holtforster, an engineer by education and trade, and the president and CEO of a project management firm, delivers this matter-of-fact presentation not to convince or dissuade you. He simply sets out factual evidence that leaves little room for argument and challenges the audience to suggest how to move sustainability into the mainstream as standard corporate practice.

MHPM doesn't just give lip service to sustainability. Virtually all of its more than 200 professional project and program managers have LEED AP credentials. MHPM has led hundreds of LEED-certified projects and sees every project as an opportunity to assist clients with incorporating sustainable design. Some of these case studies will be included in the presentation.

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