



# Green Economics Part I: The Business Case for Green Building

## DESCRIPTION

This online 1-hour course is an introduction to the business case for green building. It focuses on the question, "Does green cost more?" and explores how the savings from energy efficiency, as well as other less tangible benefits, can be used to justify building green.

Course participants will learn from recent research about the range of cost premiums, and therefore increased financial risk, associated with green developments. The course then considers the benefits of building green. Beyond energy savings, there are many less tangible benefits of building green, such as improved health and productivity of building occupants, increased marketability of the building, creation of a green reputation for an organization, and minimizing exposure to energy price increases in the future.

This course lays the foundation for Green Economics Part II: Making Green Pay, which goes into more detail on how to reduce the cost premiums associated with building green and creative ways to finance those costs.

## TARGET AUDIENCE

This workshop will be of interest to anyone involved in or interested in green building, including architects, developers, engineers, municipal officials, and project managers. No prerequisite knowledge is required.

## LEARNING OBJECTIVES

- Identify cost premiums and financial risks for building green
- Describe typical paybacks for increased energy efficiency
- Identify other significant, but less tangible, benefits of green building

## LEVEL / CEUs

Level 200. ERB-approved for 1 general GBCI CE hour: 0.5 hour in Stakeholder Involvement in Innovation, 0.5 in Improvements to the Indoor Environment



## COST

- National member: \$35.00
- Chapter member: \$40.00
- Non-member: \$45.00

## CONTACT

For more information, call the CaGBC at 613.241.1184 or toll-free at 1.866.941.1184, or contact us at [education@cagbc.org](mailto:education@cagbc.org).

