



Canada Green Building Council  
*Every Building Greener*

# Leadership and Innovation to Every Building Greener

**THREE-YEAR STRATEGIC DIRECTION - 2017 TO 2019**



TELUS Garden Office Tower - LEED Platinum

*“Leadership and Innovation to Make Every Building Greener” outlines the strategic direction of the Canada Green Building Council and identifies strategic priorities. This document serves as a guide to align the Council’s activities and focus to deliver on its strategic goals.*

## **Our Vision**

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A transformed built environment leading to a sustainable future.

## **Our Mission**

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To lead and accelerate the transformation to high-performing, healthy green buildings, homes and communities throughout Canada.

This document outlines the strategic direction of the Canada Green Building Council and serves as a guide to align activities across departments and the Chapter network to deliver on its strategic goals.

# Strategic Direction

for the Canada Green Building Council 2017-2019

## Strategic Goals

Three key strategic goals guide the nationwide organization in supporting marketplace transformation towards a sustainable built environment over the next three years:

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**GOAL 1:** Lead the building industry in meeting national climate change target of 30% reduction by 2030

Accelerate progress toward reduced GHG emissions from the building sector by introducing select products and services, and by advocating for policies and programs that promote adoption and facilitate investment in green building.

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**GOAL 2:** Accelerate innovation and industry engagement to broaden market uptake and impact

Engage a broader segment of the industry through new tools, programs and initiatives aimed at improving building performance in new and existing buildings. Support innovation through market research, participation in industry and academic networks, and expanded collaboration with key stakeholders.

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**GOAL 3:** Achieve organizational excellence to optimize program delivery and market support in Canada

Improve the performance of the nationwide organization to effectively support the industry by investing in staff development and succession planning, aligning strategy with implementation, and continuing to streamline development and delivery processes.

# Key Strategic Priorities

The strategic priorities describe key focus areas and activities for the three-year period starting in 2017.

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## **GOAL 1:** Lead the building industry in meeting national climate change target of 30% reduction by 2030

### **Strategic Outcome**

Achieve a 30% reduction in GHG emissions from buildings larger than 25,000 sq ft. by 2030.

### **Key Strategic priorities**

1. Continue to advocate for green buildings as a climate change solution with all levels of government, advocate for policies and initiatives that accelerate industry adoption and de-risk investment.
2. Introduce a national Net Zero Carbon Buildings Initiative to support the industry in achieving exceptional performance in building construction and retrofit, and making advances in sustainable design.
3. Develop and deliver energy benchmarking products and services to engage and support building owners in reducing energy use and carbon emissions from existing buildings.
4. Drive market adoption and penetration of LEED v4 emphasizing those elements which advance low carbon buildings and communities including energy efficiency, renewable energy, performance verification and recertification.

## **GOAL 2:** Accelerate innovation and industry engagement to broaden market uptake and impact

### **Strategic Outcome**

Broader uptake and measurable impact of new tools, programs and initiatives on Canadian green building market (including GHG emission reduction, health & wellness, corporate ESG performance).

### **Key Strategic priorities**

- 1.** Work with innovators and leading initiatives, leverage those leaders and co-brand initiatives to bring new programs and tools into the marketplace.
- 2.** Engage Corporate Canada through health and & wellness and Environment Social Governance (ESG) approaches to grow market demand for green buildings and increase understanding of sustainability as it relates to the built environment.
- 3.** Be the convener and purveyor of new ideas and innovation to accelerate market transformation through special events and leadership initiatives, and alignment with forward thinking stakeholders in industry and government.
- 4.** Engage young professionals around leadership initiatives to empower the next generation of green building leaders to contribute with solutions that will accelerate innovation and broaden market impact.
- 5.** Deliver market research to continuously broaden awareness and build knowledge on the value-creation and business opportunities of green building, support industry capacity building and new product solutions

## **GOAL 3:** Achieve organizational excellence to optimize program delivery and market support in Canada

### **Strategic Outcome**

Be one, nationwide organization, strategically aligned to effectively and professionally support the industry. Service delivery exceeds industry expectations (timeliness, quality, responsiveness, customer experience).

### **Key Strategic priorities**

- 1.** Effectively integrate with GBCI delivery platform and processes to enhance customer experience of LEED v4 and new product solutions.
- 2.** Develop integrated planning and delivery models across the nationwide network to optimize program delivery and enhance market reach and impact.
- 3.** Strategically invest in staff professional development to achieve organizational excellence, support innovation, and optimize program delivery and technical assistance in a competitive green building marketplace.
- 4.** Establish succession planning for Board, Chapter Leadership Boards and senior staff to ensure strong leadership in strategy, decision-making and execution.
- 5.** Strengthen HR strategy and programs to enhance quality, expertise and skills of staff across the organization.