

Client Outreach and the Selling of Green



Ernest Burden
THE TURNING POINT
GREEN ARCHITECTURE:

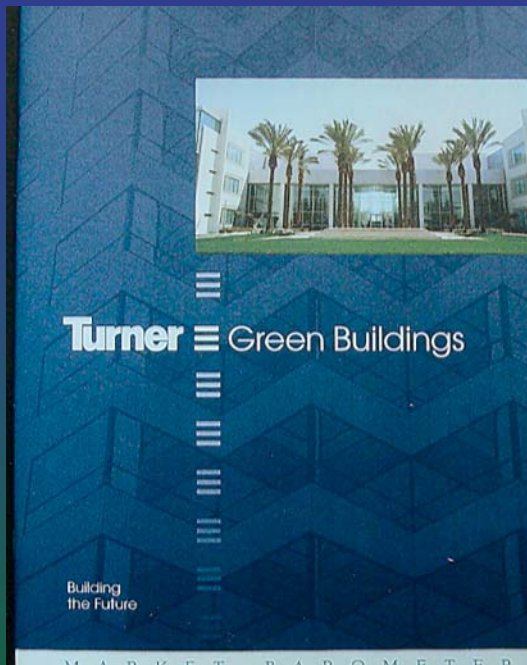
3 Questions

Q. How do you get green clients?

Q. How do you attract them to your firm?

Q. How do you close the deal and keep them?

Internet Questionnaire



Profile of Survey Participants

Turner Construction Company surveyed 719 senior executives on Green building issues through a self-administered questionnaire distributed over the Internet between July 9 – 16, 2004. The survey was conducted by Bayer Consulting.

The executives surveyed represented a wide variety of different organizations involved with real estate, including architects/engineers (34%), government/non-profit owner-occupants (16%), and for-profit owners/developers (15%). (Please see Exhibit 11.) Almost 60% of the executives were from organizations involved with office facilities and 51% from organizations involved with educational facilities. Roughly one-third each of executives were from organizations involved with residential, healthcare, public (other than educational), or retail facilities. (Please see Exhibit 12.) (Note that these percentages total to more than 100 since organizations were involved with more than one type of facility.)

Exhibit 11

Type of Organization

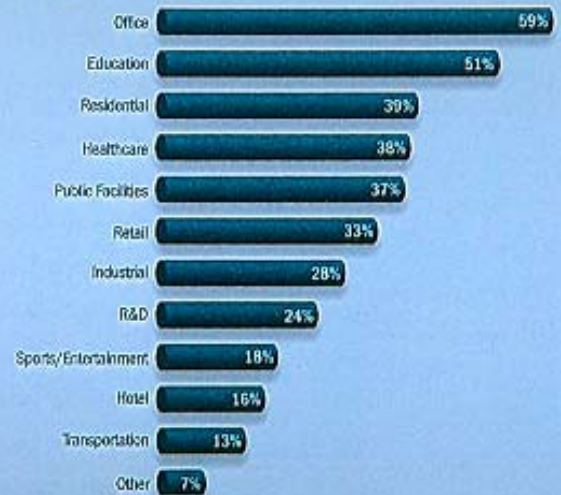
Percent of Executives
Base = All Executives

Exhibit 12

Types of Facilities In Workload of Executive's Organization

Percent of Executives

Base = All Executives



Note: Percentages do not total to 100 since organizations were involved with more than one type of facility.

Industry Trade shows

EARLY-RIBBON REGISTRATION SAVINGS. LOOK INSIDE FOR DETAILS. REGISTER BY NOVEMBER 14. EXTENDED UNTIL MARCH 24. SAVE \$130

Redefining
Global Leadership in
SUSTAINABLE
DESIGN

ENVIRONDESIGN[®] 10
APRIL 25 TO 27, 2006 | NATIONAL TRADE CENTRE | TORONTO, CANADA

Celebrating our 10th Anniversary with a Dynamic International Curriculum

For more information:
952-224-8540
www.environdesign.com

Produced by ARCH-TECH, BUILDINGS and Interiors SOURCE magazines

ARCH-TECH BUILDINGS Interiors SOURCE

Conference Program

SUSTAINABLE BUILDINGS INDUSTRY COUNCIL'S

ecobuild FEDERAL

Conference: December 13-16, 2005
Washington DC, USA

AEC-ST FEDERAL

Exhibition: December 14-15, 2005
Washington Convention Center

**Work Together.
Make a Difference.**

Gather to listen, learn and network. From Basic to Advanced, we provide the knowledge, skills, and contacts you'll need.

www.ecobuildfederal.com
The Sustainable Buildings Industry Council is an AIA/CES Registered Provider

Issue: \$26.95 US

Engineers & Architects
Land Developers & Contractors
Architects & Interiors
Government & Trade Groups

greenbuild
Sustainable Construction & Design

2005 CONFERENCE PROGRAM
GEORGIA WORLD CONGRESS CENTER | ATLANTA, GA | NOVEMBER 9-11

LEARNING SESSIONS
EXHIBITION
MEETING EVENTS
LUNCH
RECEPTIONS
DINNER

Folders



HDR Wheel

1. DESIGN SOLUTIONS
Integrate sustainability into building design
www.hdrgreen.com

2. MATERIAL CHOICES
Specify environmentally friendly products

3. SYSTEM INTEGRATION
Consider all systems in aggregate
Create a GREEN footprint

4. ADVANCED TECHNOLOGY
Utilize highest performing technology

5. FUTURE PLANNING
Build for future sustainability

GREEN IS A PRIMARY COLOR AT HDR.
We have the level of green you need.

Light stories
Lighting and energy
Rainwater collection
Efficient mechanics

HDR

HDR

HDR'S SUSTAINABLE DESIGN SERVICES
HDR is committed to providing our clients with sustainable, high performance buildings -- they perform better, are healthier for occupants, are less damaging to the environment, and cost less to operate.

GREEN IS A PRIMARY COLOR AT HDR.
We have the level of green you need.

SERVICES
Services to fit every client's needs

- Building & Systems Design
- Training & Guideline Development
- LEED Consulting
- Specifications & Material Selection
- Goal Setting & Master Planning

STAFF
An integrated team of experts
HDR has a multidisciplinary staff with expertise in all aspects of sustainable design including life planning, water efficiency, indoor environmental quality, energy efficiency and renewable energy, and material selection.

Contact us for more information.
www.hdrgreen.com
email: SustainableDesign@hdrgreen.com
800.346.4411 x 1412

Star Diagram

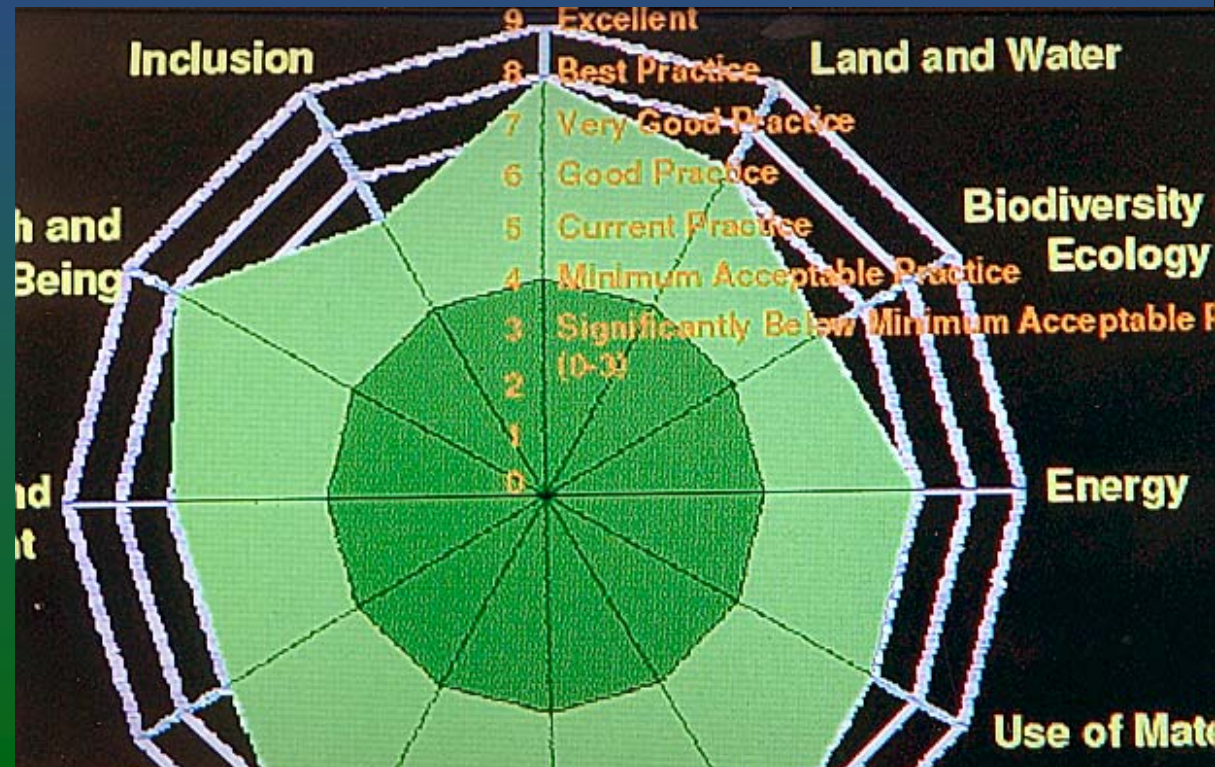
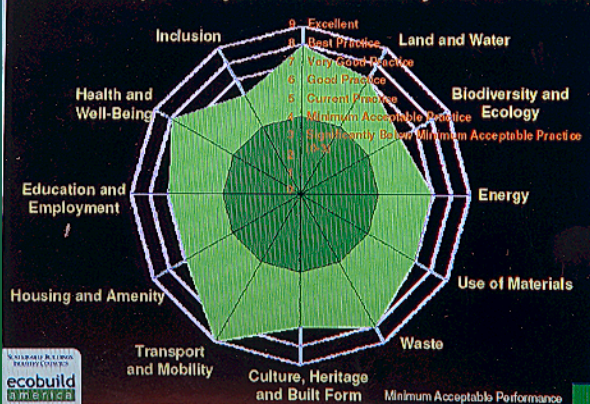
STAR Diagram

- Develop Relevant Impact Criteria
- For each criterion, answer a series of questions (Yes, No, NA)
- Score each between 0 and 9 from below acceptable to excellent
- Set Minimum Acceptable and Current Practice
- Readjust the STAR Diagram as you go – Alternative Evaluation

Leading
Beyond
LEED



ERV - Sample Project Sustainability Performance



Web Research

The screenshot shows the Biohabitats website homepage. The header features the Biohabitats logo and a navigation menu with links for HOME, OUR CLIENTS, RETAIN OUR, CAREERS, ABOUT US, and AFFILIATED. The main content area includes a large image of a tree and a text block that reads: "Suppose you envision a world where complex living systems are intricately and delicately balanced with their surroundings. Where your actions conserve critical resources, your projects restore ecological processes, and your footprint regenerates natural systems." Below this text are three sub-sections: "conservation planning", "ecological restoration", and "regenerative design".

The screenshot shows the Leaf Litter newsletter page. The header features the title "Leaf Litter" and the subtitle "Restoring the Earth and Inspiring Ecological Stewardship". Below this is a navigation bar with "A publication of Biohabitats, Inc." and "www.biohabitats.com". The main content area includes the title "Habitat Fragmentation" and the subtitle "Thoughts on Fragmentation (...continued from page 1)". The text reads: "Fortunately scientists, conservationists and environmental NGOs throughout the world are recognizing the impacts associated with habitat fragmentation. To our surprise, so are you! It was refreshing to see that many of the Leaf Litter readers who responded to our recent survey are well aware of the issues of fragmentation and have some fairly strong opinions on the matter." Below this is a paragraph that reads: "On a global scale, the World Conservation Union (IUCN), recognizes that to achieve global sustainable human development depends on how well the Earth's ecosystems are managed, and that protecting and reestablishing landscape linkages is critical. One organization, in particular, is taking the theory of landscape linkages and applying it throughout the North American continent to address habitat fragmentation. Leaf Litter recently sat down with the Wildlands Project to learn how they are addressing the destruction and fragmentation of..."

3. Develop a Green Culture

- Develop a Green Team
- Training and Education
- Research and Information Management
- Promotional Tools
- Cultivate Relationships with Consultants
- Develop Green Project Goals