

# Eco*trends*



# E-col-o-gy

- The **relationships** between a group of **living things** and their **environment**. - Merriam-Webster



# Ecosystem

- A community of **living organisms** in conjunction with the nonliving components of their **environment** (things like air, water and mineral soil), **interacting** as a system.



# Green Building

- It is a “**Whole-Systems**” approach for designing & constructing buildings that:
- Are integrated into the wider site and community
- Consume less energy and water
- Are durable and easier to maintain
- Resource efficient techniques & materials
- Are healthier, safer, & more comfortable.





# Michael Tidwell II



- CSUDH- B.S. Degree in Business Finance
- State Certified Appraiser 10 +/- Year
- SRA Designated member of the Appraisal Institute
- Valuation of Sustainable Buildings Professional Development
- Certified Green Building Professional through Build-It Green
- NAR: GREEN Designee
- Speaker & Consultant





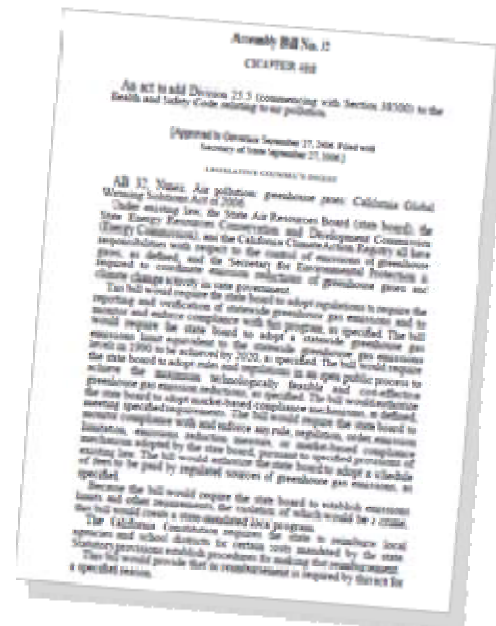
**QUICK POLL**



In 2005, California **Governor Schwarzenegger's** Executive Order S-3-05 committed the state to reduce emissions to 2000 levels by 2010, to 1990 levels by 2020, and to 80 percent below 1990 levels by 2050, a level consistent with current scientific evidence regarding the reductions needed to **stabilize the climate**.

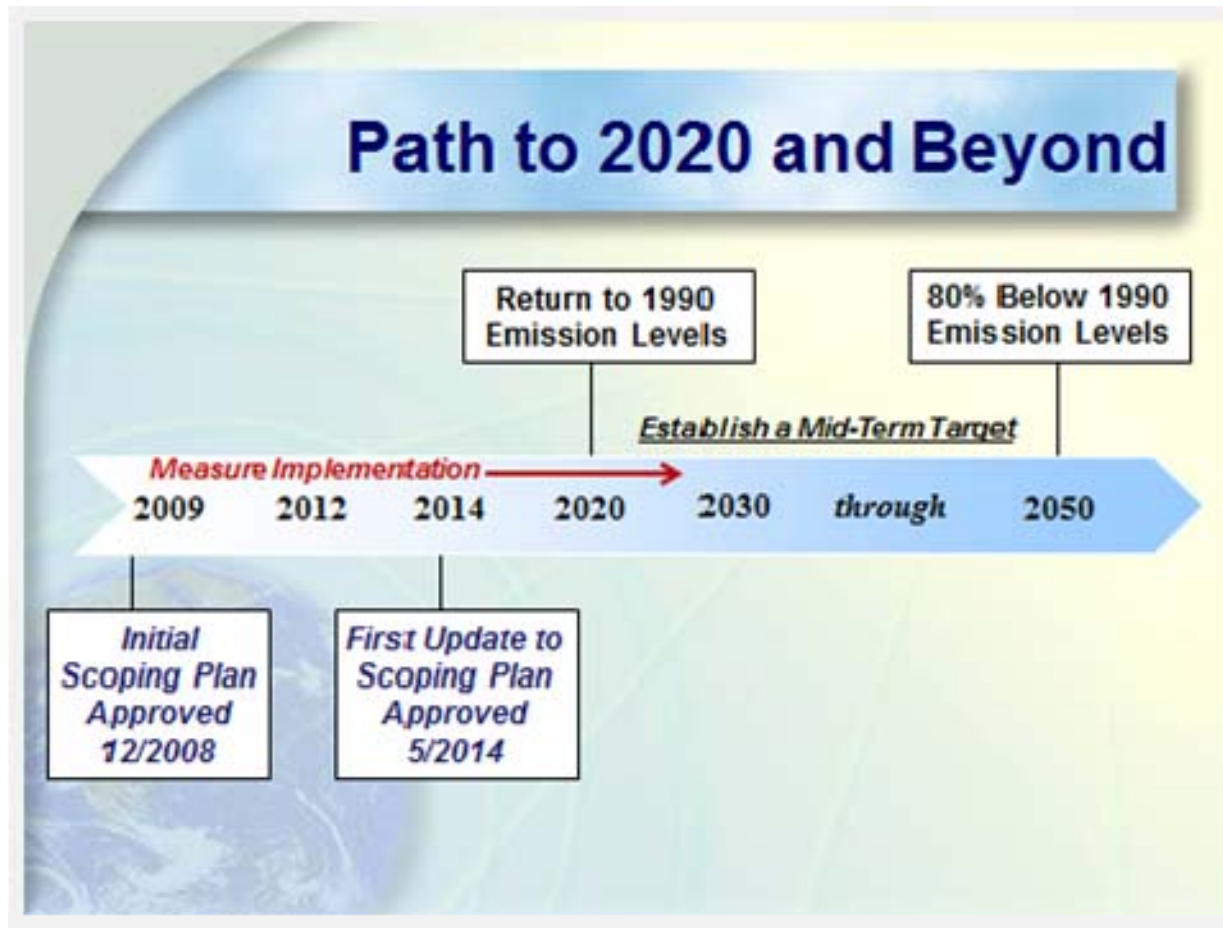


- One year later, the Governor signed the “Global Warming Solutions Act of 2006” (Assembly Bill 32 or AB 32), which legally obligates the state to reduce GHG emissions to 1990 levels by 2020.



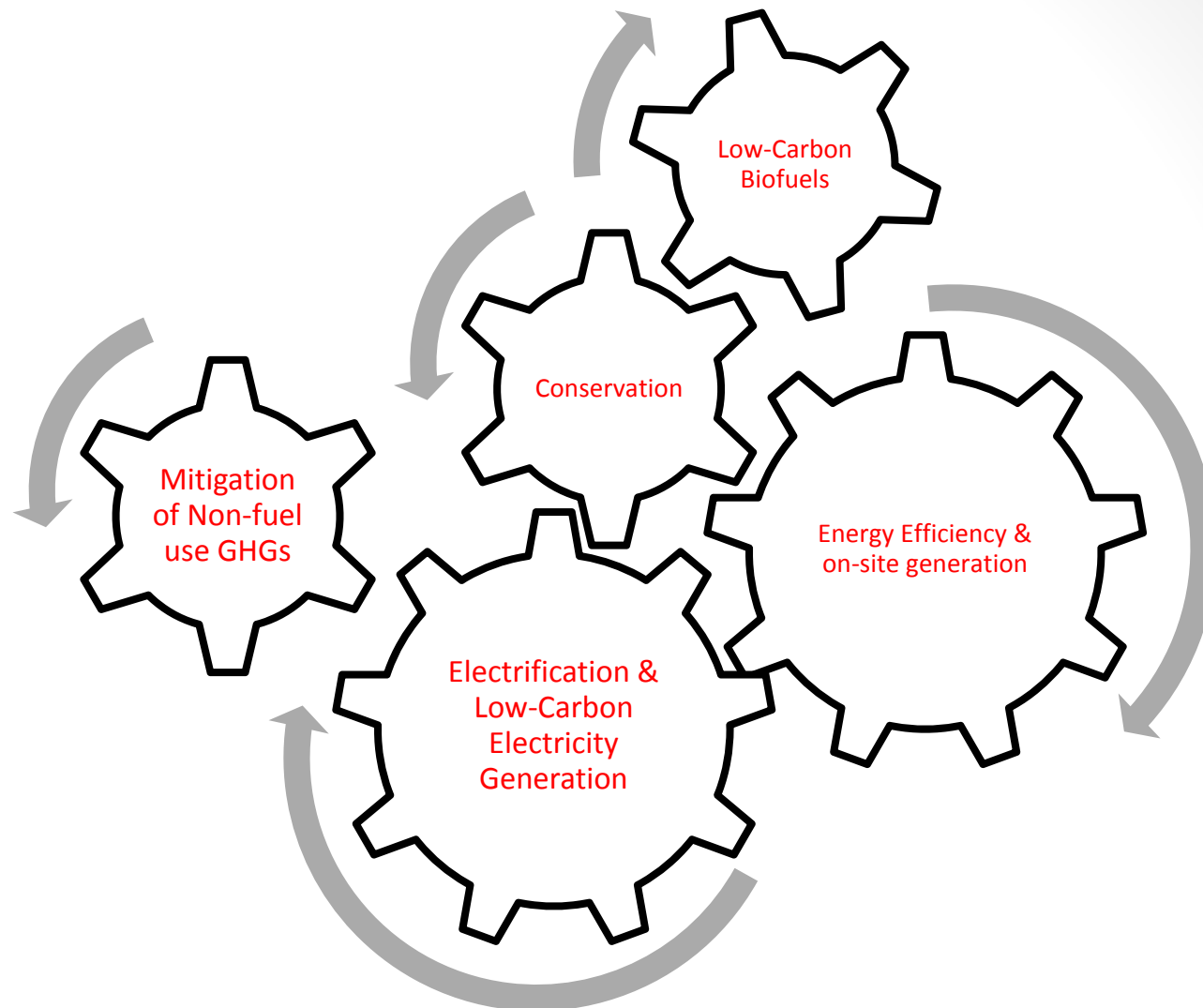
AB32 was the first program in the country to take a comprehensive, long-term approach to addressing





To meet the Goals of AB32 required the ARB (Air Resource Board) to develop a Scoping Plan, which lays out California's Strategy for meeting the goals.





Gasoline demand will be replaced – vehicle miles traveled reduced – new buildings ZNE

Switching from fossil fuels to low-carbon sources

Electricity use expected to represent a much larger share of energy use- over 70% of energy use by 2050

YOU HAVE NOW  
CROSSED  
OVER INTO...

THE  
TWILIGHT  
ZONE



$$E=mc^2$$







## Kaiser Permanente

Between 2010 and 2011, Kaiser Permanente installed solar panels that increased its on-site renewable generation capacity to 11 megawatts at 12 facilities across California, creating one of the largest health care solar installations in the country.



## **The City of Benicia**

Benicia has budgeted \$625,000 to incentivize businesses to make resource and management improvements to reduce energy, water, solid waste, recycling, and fuel costs. The program furnishes businesses a comprehensive energy assessment, and if the energy savings are great enough, can provide grants and loans to help with recommended improvements.





## Propel Fuels

Propel Fuels is a renewable biofuels company which relocated to California specifically because of the economic opportunities created by AB32's Low Carbon Fuel Standards.



## California Local Governments

Local Governments are in many ways the “boots on the ground” for meeting California’s climate change goals, beginning with their local planning efforts. As of late 2014, over 270 local governments reported they were making progress towards adopting climate change policies.





04-25-2012

NOW, THEREFORE, I, Edmund G. Brown Jr., Governor of the State of California, do hereby issue the following orders to become effective immediately:

IT IS HEREBY ORDERED that State agencies, departments, and other entities under my direct executive authority (State agencies) take actions to **reduce** entity-wide greenhouse gas emissions by at **least 10%** by **2015** and **20%** by **2020**, as measured against a 2010 baseline.

IT IS FURTHER ORDERED that all **new State buildings** and major **renovations** beginning design after 2025 be constructed as **Zero Net Energy** facilities with an interim target for **50% of new facilities** beginning design after **2020** to be Zero Net Energy. State agencies shall also take measures toward achieving Zero Net Energy for **50%** of the **square footage** of **existing state-owned building** area by 2025.

IT IS FURTHER ORDERED that State agencies continue taking measures to **reduce** grid-based energy **purchases** for State-owned buildings by at least **20%** by **2018**, as compared to a 2003 baseline, and reduce other non-building, grid-based retail energy purchases by 20% by 2018, as compared to a 2003 baseline.

Shift



# **Benefits of Green Building**

## **Environmental benefits**

Reduces impacts of natural resources use

## **Health and safety benefits**

Enhances occupant comfort and health, as well as the greater community

## **Economic benefits**

Improves the bottom line for owners, building professional, community

## **Community benefits**

Minimizes strain on local infrastructure and improves quality of life and building stock





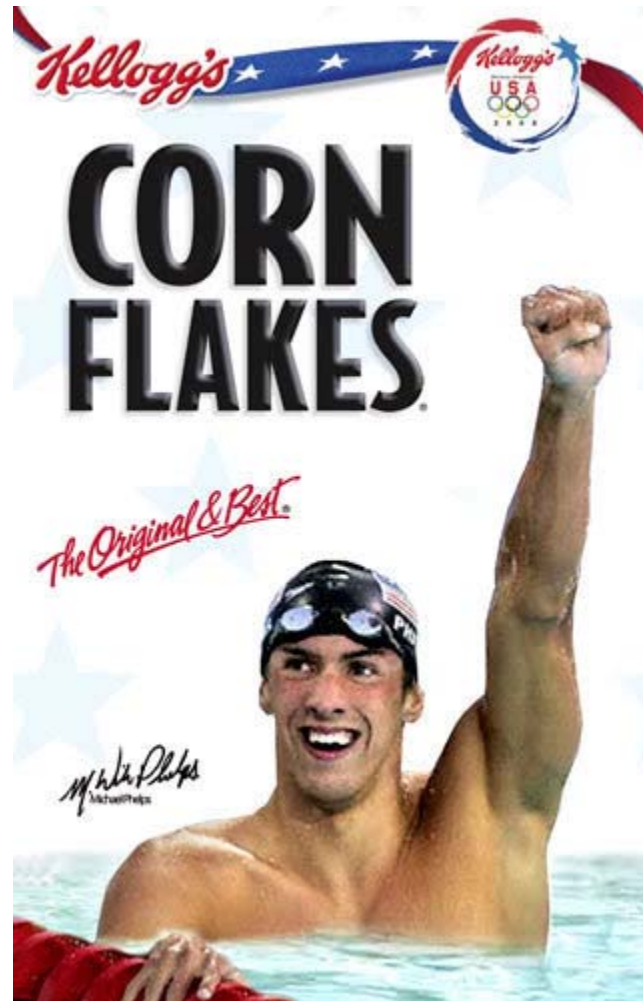
*“In today’s reputation economy, what you stand for as a corporation often matters more than what you produce or sell” - Forbes*





## **Kate Moss**

In 2005, Kate Moss lost her endorsements with H&M, Chanel and Burberry after a photograph of her snorting cocaine came to light.



## Michael Phelps and Kellogg's

After news broke of her racially insensitive past, Paula Deen was unceremoniously dropped and a number of her celebrity endorsement deals, including those from Walmart, Smithfield Foods and Casers Entertainment.



## Lil Wayne

Lil Wayne lost a multi-million dollar deal with Mountain Dew in 2013 over the controversial lyrics he rapped about the African-American civil rights figure Emmett Till.



Tag Heuer

## Tiger Woods

Tiger Woods' squeaky-clean image was destroyed after news of his multiple affairs -- some with escorts -- broke. Along with his then-wife Elin Nordegren, Woods lost roughly \$22 million in endorsements in 2010.





## Paula Deen

After news broke of her racially insensitive past, Paula Deen was unceremoniously dropped and a number of her celebrity endorsement deals, including those from Walmart, Smithfield Foods and Casers Entertainment.





## Lance Armstrong

No surprise here: After the cyclist admitted to doping during his numerous Tour de France wins, Nike cut ties with Armstrong -- and eventually, the Armstrong-founded cancer charity Livestrong Foundation as well.

# REPUTATION INSTITUTE



Confirmed by Reputation Institute; did a study with 47,000 consumers across 15 markets to rank the world's most reputable companies.

- People's willingness to buy, recommend, work for, and invest in a company is driven **60% by their perceptions of the company**, and only **40% by their perceptions of the products**.

*Not about your reputation- but perception; it drives business results*



Recent studies and surveys have found that corporations both in the U.S. and abroad are starting to recognize that doing good things—from revealing their business models and developing ways to cut their carbon footprint to improving **health and safety conditions in offices and factories**—doesn't just serve the needs of their investors but improves the businesses' futures. – Takepart.com oneEarth series

**SO WHAT?**



# Its No longer about Surviving



"What's Dangerous is not to evolve"  
Jeff Bezos , CEO Amazon

# Its about Evolving

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LBAandC



LBAandC



Michael Tidwell II, SRA

Questions?

A black marker is shown drawing a curved line under the word 'Questions?'. The marker is positioned at the bottom right of the word, with its tip touching the paper. The word 'Questions?' is written in a large, cursive, black font on lined paper. The lines on the paper are horizontal and evenly spaced.