

# Using Green Standards to Re-Invent Your Business

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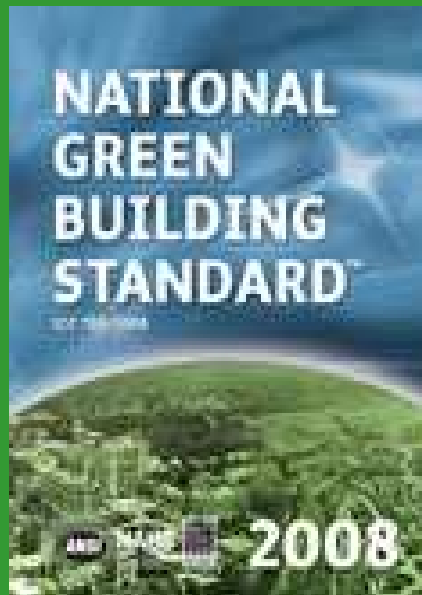


**Builders Challenge Partner**

# A Few Certification Programs



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# Green Building and Energy Standards

## *Austin Energy Green Building Program;*

- The first Program designed around Sustainable Home design
- Began in Austin TX in 1991
- “Grand Daddy” of Energy Star



## EPA Energy Star Program 2010;

- Has a 20% market penetration nationwide
    - Up Approximately 20% since 2008.
  - 250 New Builder Partners per Month
    - Up Approximately 1000% *Since* Market Slowdown.
- Working on Version 3, Target Implementation  
January 1, 2012

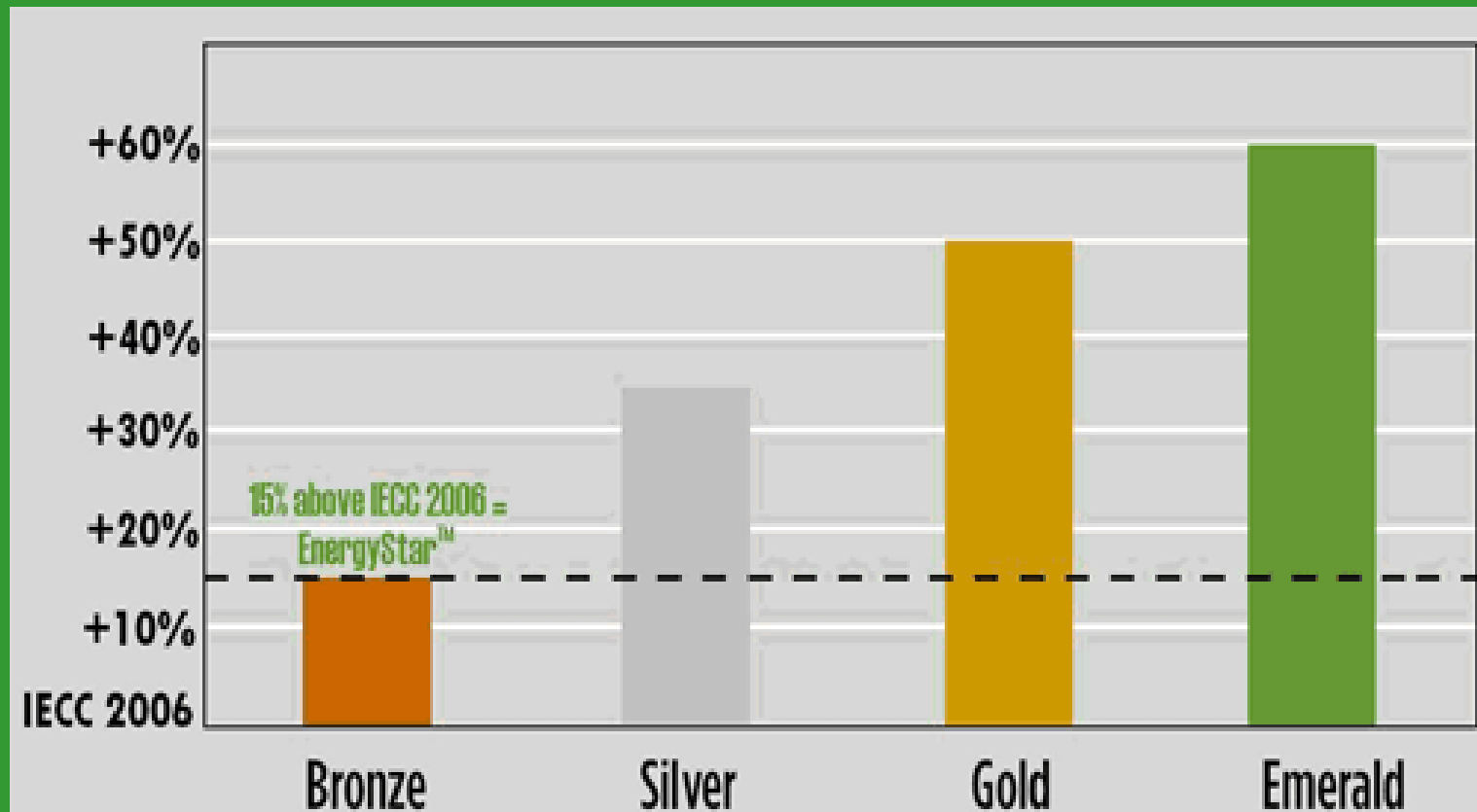


## In addition, the new Standard;

- Threshold Point levels have been raised.
  - Bronze, Silver, Gold, and Emerald
- New Chapter for Subdivision Development
  - From One to Four Stars
- Points Threshold adjustments for Larger square footage.
- New Criteria for Rehab & Remodeling
- Information consistent through ICC Codes

# ANSI ICC-700 New Threshold for Energy

## Updates to IECC 2006





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- Building America is an industry-driven research program, sponsored by the U.S. Department of Energy, designed to accelerate the development and adoption of advanced building energy technologies in new and existing homes.



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### **RESEARCH GOALS**

- Produce homes on a community scale that use on average 40% to 100% less source energy
- Integrate onsite power systems leading to zero energy homes, that produce as much energy as they use, by 2020
- Improve indoor air quality and comfort
- Help home builders reduce construction time and waste
- Implement innovative energy- and material-saving technologies
- Improve builder profitability
- Provide new product opportunities to manufacturers and suppliers
- Dramatically increase the energy efficiency of existing homes.





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## **BUILDER'S CHALLENGE**

National partnerships with leading green building programs, including;

- NAHB's National Green Building Program
- USGBC's LEED for Homes program
- MASCO's Environments for Living

Enables builders to easily get multiple certifications and the recognition and differentiation they deserve for building the most durable, comfortable, and energy-efficient homes on the market.

# The Future of Green Standards?

