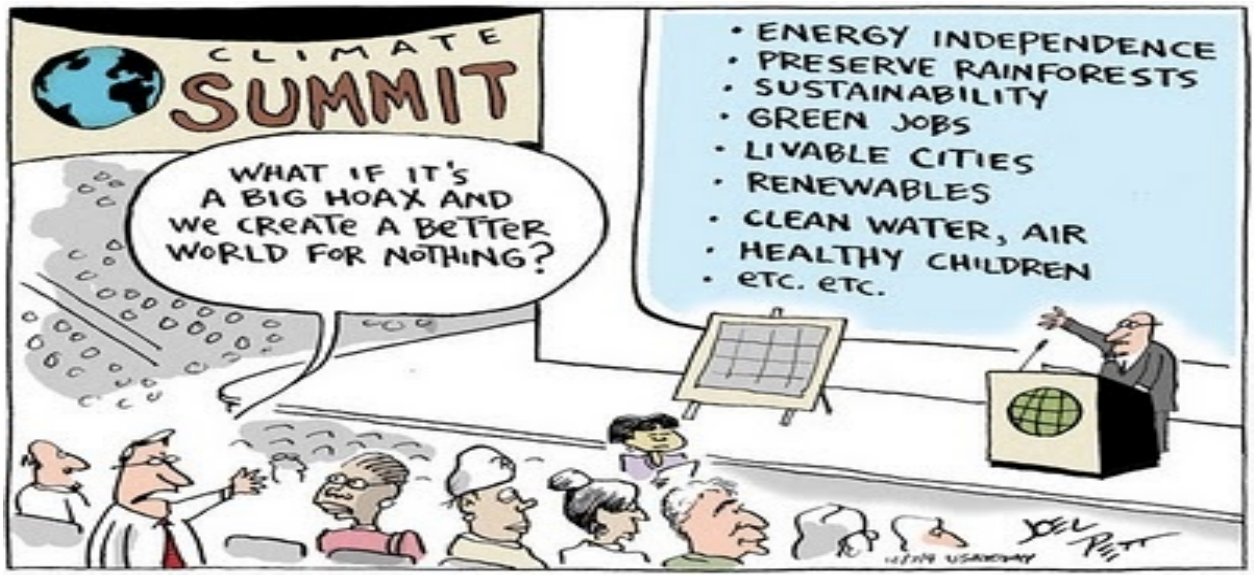

10. “Green” building is a passing fad.

Buildings that use solar orientation, prevailing breezes, and local natural materials have been around for centuries, but we've largely put that aside and allowed machines and cheap energy to define our buildings and lifestyles. The 1970s energy crisis placed an emphasis on energy efficiency and alternative energy sources, and the demand will only grow as the scarcity of these commodities increases.

9. “Green” materials are not available.

Manufacturers have learned green products recapture lost profits by mitigating potential liabilities while reducing waste. New materials with innovative, sustainable, natural and increased recycled content join the market daily, and the demand for and development of these will increase as raw materials become more costly, landfill becomes no longer an option, and clients become more environmentally aware.

8. Owners aren't concerned about “being green.”

In addition to local and state government-sector green-builder initiatives, federal green-building programs include those for the DoD, the EPA, the National Parks Service, U.S. Postal Service, and the Forest Service. Corporate owners, school districts, and university systems continue to adopt green-building programs, and acceptance and demand for sustainable homes is on the rise.

7. “Green” building is easy. It's only common sense.

Green design is a holistic process (not just “slipping in” green materials) and requires pre-planning and research and close design team collaboration with measurable goals established at the beginning of the project... to do more with less, to find efficiencies in systems and materials that will result in less energy use and extended the life of a Green building well beyond traditional expectations.

6. Construction waste management is a waste of time.

Construction waste-management practices implemented on the job site can dramatically reduce tipping fees for landfilling waste. This saves money and generates a profit through recycling while providing a cleaner, safer jobsite. According to the Associated General Contractors (AGC) of America, “The recycling market produces 10x more jobs in the industry for the same cost as sending the waste to the landfill.”

5. “Green” buildings cost more.

Innovative green building design means cost-efficiency is not sacrificed for environmental stewardship: the real challenge is to think long-term (not just 1st-cost) and factor in energy savings, increased durability, and enhanced occupant productivity: initial costs account for only 2% of a building's life-cycle cost over 30 years, but employees account for 92% of a building's life-cycle cost over that same period.

4. “Green” building is the architect's responsibility.

Green buildings begin with a commitment from the owner to build to a higher standard and require a close collaboration among all participants. The design team must be educated and oriented to the goals, costs, and benefits of green building. Stakeholders, including users, operators, builders, designers, and owners, need to work together to define requirements and identify sustainable opportunities.

3. “Green” designs look strange and different.

There is no such thing as a green architecture “look” or a green aesthetic. The application of design expression is no different than with traditional architecture, and both contemporary and historic buildings have achieved Green certification, Green recognition, and most importantly Green benefits. The first 12 buildings to achieve LEED Pilot Program Certification no common “green look,” nor do the 10 projects recognized by the AIA for Earth Day 2000.

2. “Green” building information is not readily available.

The focus on sustainability has produced a tremendous amount of information, coming from academia and the construction industry and extensive manufacturer research and development, and from independent thinkers and doers in the field. Whether the subject is design, materials, manufacturing, specifying, or ecology, there is a wealth of information available with an effective search.

1. “Green” buildings don't work.

Green buildings provide greater occupant satisfaction and are far more efficient to operate. They offer healthier work environments, and operation and maintenance costs are reduced through more efficient use of resources. Green building is not just about being a good environmental steward. It is also about constructing a stable, reliable, energy-efficient building that makes economic and business sense.