

# Lessons Learned from LEED...

and possible applications to  
Sustainable Seafood Certification

GREEN

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# Outline

- Overview of LEED
- Technical Components of LEED
- LEED Development Process
- LEED Governance Structure
- Market Responses to LEED
- Possible Applications to Sustainable Seafood



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# Definition of Sustainable

- "Sustainable development" is development that:
  - meets the needs of the present
  - without compromising the ability of future generations to meet their own needs.
  - Brundtland Commission, [\*Our Common Future\*](#), 1987.



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# Green Buildings

- Green Buildings now becoming the norm
  - Currently >27,000 LEED-registered buildings
    - 33% of these are outside USA!
  - Market differentiator becoming *expectation*
- Increased Customer focus on environment:
  - Indoor Air Quality, Daylight, Thermal Comfort
- Cost Differential of Green is nominal or nil



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# Leadership in Energy & Environmental Design

A voluntary, consensus-based national standard for developing high-performance, sustainable buildings and communities.



# The LEED Family of Rating Systems

LEED for New Construction

LEED for Commercial Interiors

LEED for Core and Shell

LEED for Existing Buildings

LEED for Homes

LEED for Neighborhood  
Developments

Market Sector Applications

LEED for:

- Schools
- Retail
- Healthcare
- Laboratories
- Multi-building Campuses
- Lodging



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# USGBC has four levels of LEED:





U.S. GREEN BUILDING COUNCIL



LEED PLATINUM

2009



# LEED Certification Levels

## LEED-CI

<b>Certified</b>	21-26 points
<b>Silver</b>	27-31 points
<b>Gold</b>	32-41 points
<b>Platinum</b>	42-57 points

## LEED-EB

<b>Certified</b>	32-39 points
<b>Silver</b>	40-47 points
<b>Gold</b>	48-63 points
<b>Platinum</b>	64-85 points

## LEED-NC

<b>Certified</b>	25-32 points
<b>Silver</b>	33-38 points
<b>Gold</b>	39-51 points
<b>Platinum</b>	52-69 points



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# LEED Rating System

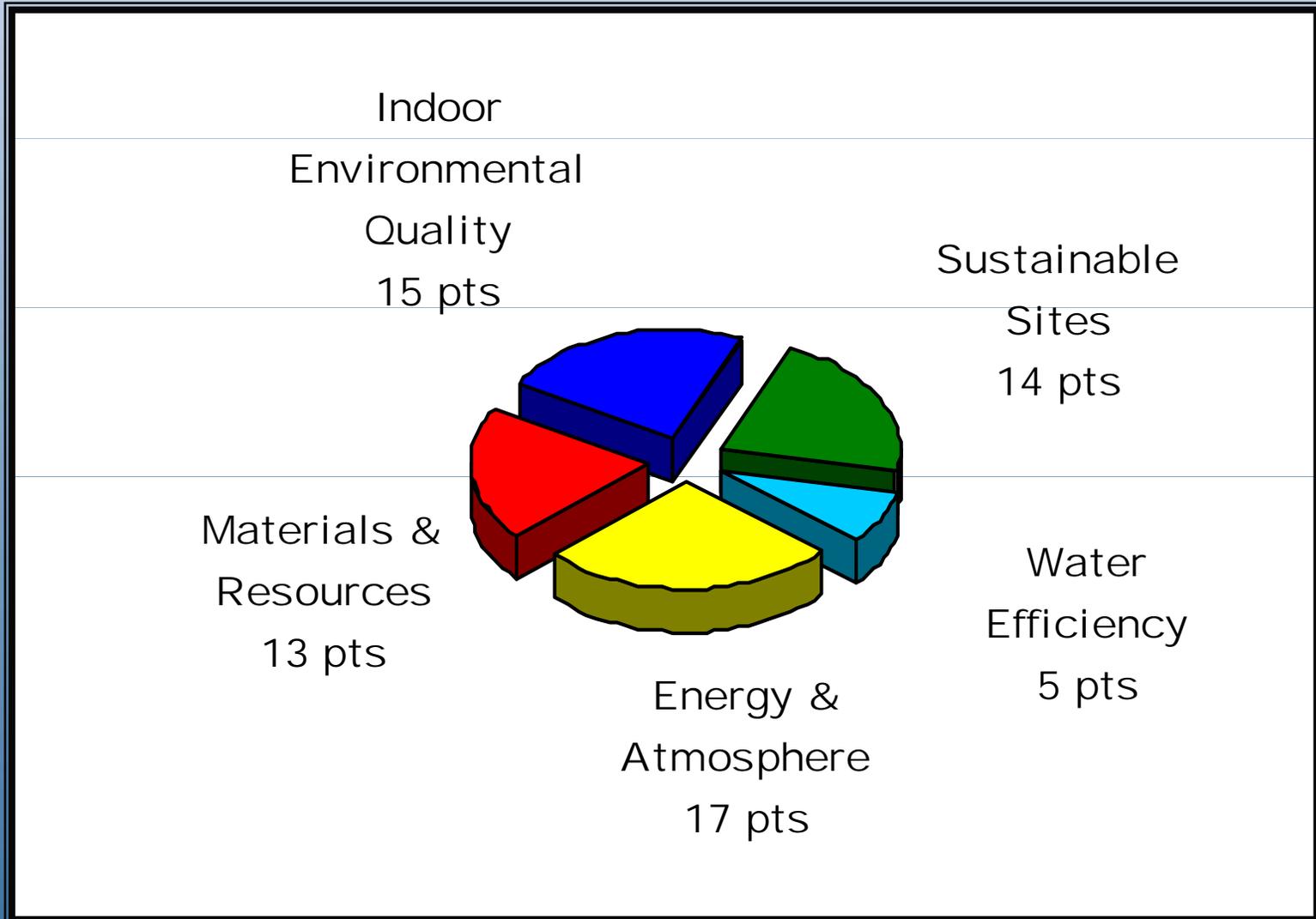
## LEED DESIGN CATEGORIES

- Sustainable Site Planning
- Water Conservation
- Energy
- Materials
  
- Indoor Environmental Quality





# LEED Rating System





**Nutrition Facts**

Serving Size 8 crackers (28g)  
Servings Per Container About 2

**Amount Per Serving**

**Calories** 120      Calories From Fat 30

**% Daily Value\***

**Total Fat** 3.5g      **5%**

Saturated Fat 1g      **5%**

Trans Fat 0g

Polyunsaturated Fat 1.5g

Monounsaturated Fat 0.5g

**Cholesterol** 0mg      **0%**

**Sodium** 140mg      **6%**

**Total Carbohydrate** 22g      **7%**

Dietary Fiber Less than 1g      **3%**

Sugars 7g

**Protein** 2g

Vitamin A 0%      • Vitamin C 0%

Calcium 10%      • Iron 4%

\* Percent Daily Values are based on a 2,000 calorie diet.

**CONTINUED ON OTHER SIDE**



# Leadership in Energy and Environmental Design

A leading-edge system  
for certifying the  
greenest performing  
buildings in the world

**LEED® Facts**  
Building size 12,500 square ft  
Type of building

LEED for Core & Shell Development  
Certification awarded July 27, 2006

**Platinum** 49\*

Sustainable Sites	13/15
Water Efficiency	5/5
Energy & Atmosphere	12/18
Materials & Resources	6/9
Indoor Environmental Quality	10/13
Innovation & Design	3/5

\*Out of a possible 62 points

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# Technical Components of LEED

- Pre-requisites vs Credits
- Credits combine "Intent" & "Requirements"
- "Performance" vs "Prescriptive"
- Reference third-party technical standards
- Provide alternate compliance paths



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# Getting Started: Tools

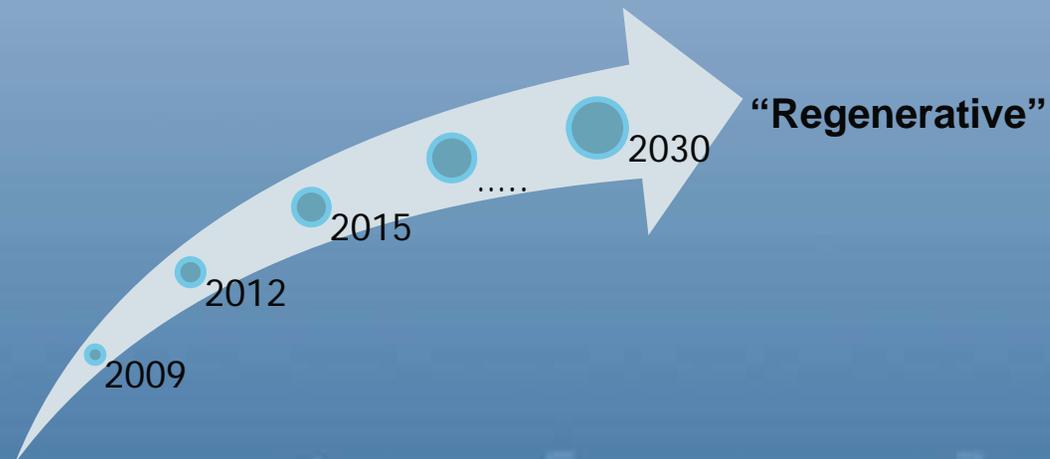
- Rating systems
- Reference guide
- Project checklist
- Credit Interpretation Requests (CIRs)
- LEED Online
- Educational workshops
- Project case studies
- [www.usgbc.org](http://www.usgbc.org)





# LEED Development Process

- Raise the bar over time
  - As market perception increases
  - As industry develops capability
  - As technology evolves to support it





# LEED Certification

- Requires third-party certification
  - Review by independent reviewers
  - Avoids “greenwash” temptation of self-certification
  - Promotes market confidence

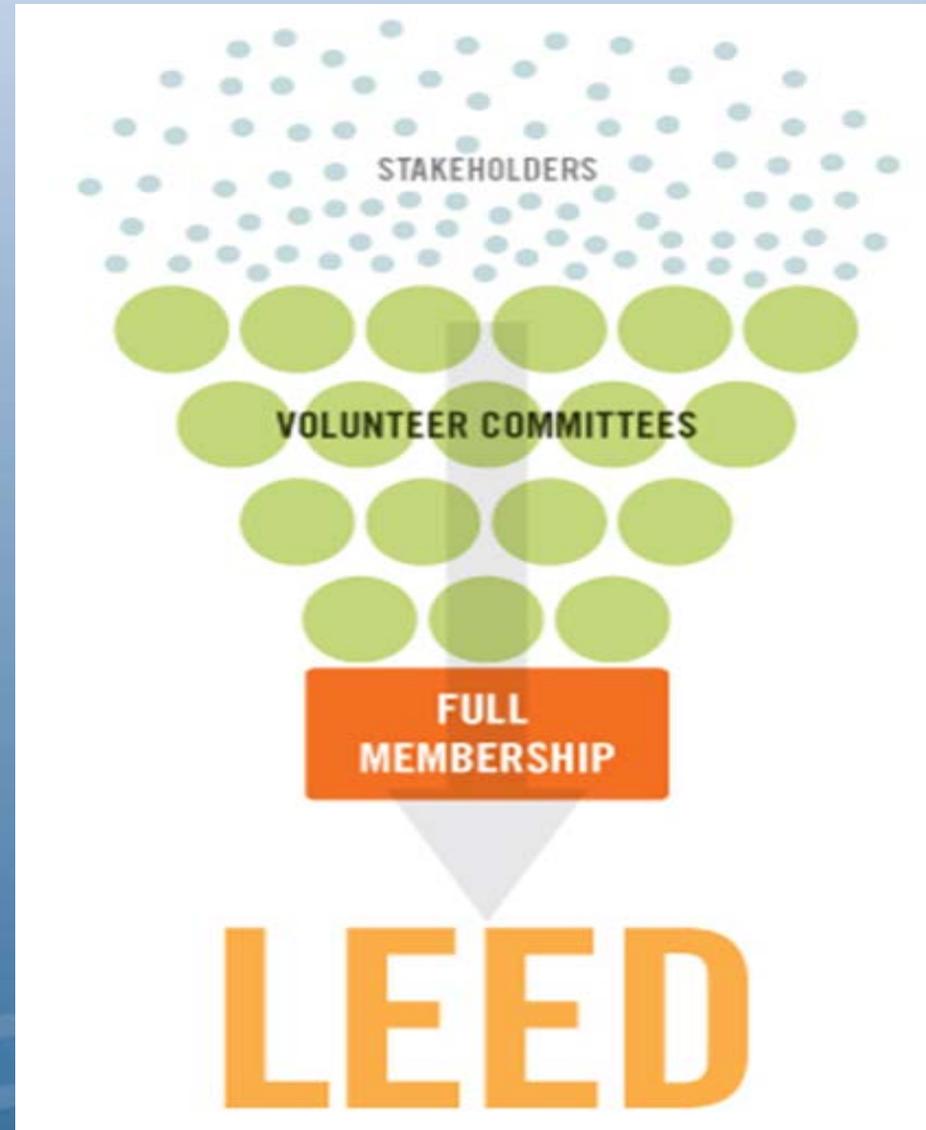


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# LEED Governance Structure

- Multi-stakeholder “big tent” is critical
- Consensus approval process
- Separate Technical from Market



# Cross-Functional Team

ENGINEERS OPERATIONS AND MAINTENANCE TEAMS  
BUILDING OCCUPANTS BUILDING MANAGERS BU  
FACULTY ENVIRONMENTAL HEALTH AND SAFETY STAFF  
GROUNDSKEEPERS CAPITAL PLANNING STAFF GR  
UTILITY MANAGERS INTERIOR DESIGNERS UTILITY MANA  
CUSTODIAL TEAM PROPERTY MANAGERS CUSTOD  
HUMAN RESOURCES BUILDING OWNERS HUMAN  
PURCHASING STAFF ENVIRONMENTAL GROUPS  
ENGINEERS OPERATIONS AND MAINTENANCE TEAMS

# Commercial LEED Registered Projects

## Total Currently Registered

As of June 2010

27,581



# Commercial LEED Certified Projects (cumulative)

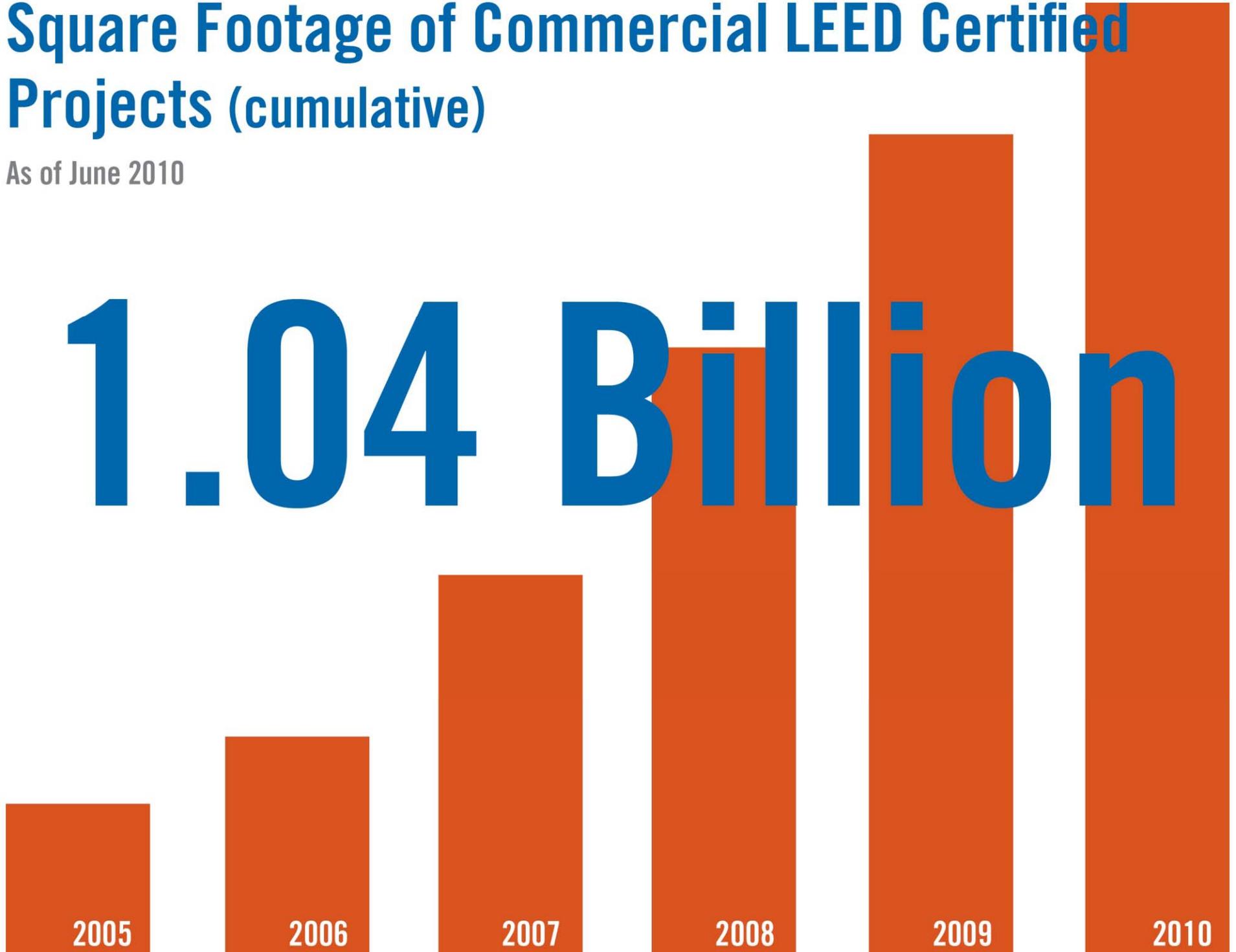
As of June 2010



# Square Footage of Commercial LEED Certified Projects (cumulative)

As of June 2010

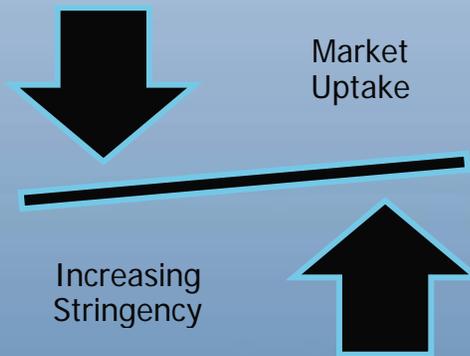
# 1.04 Billion





# Market Responses to LEED

- Challenge is to balance increased stringency with market uptake

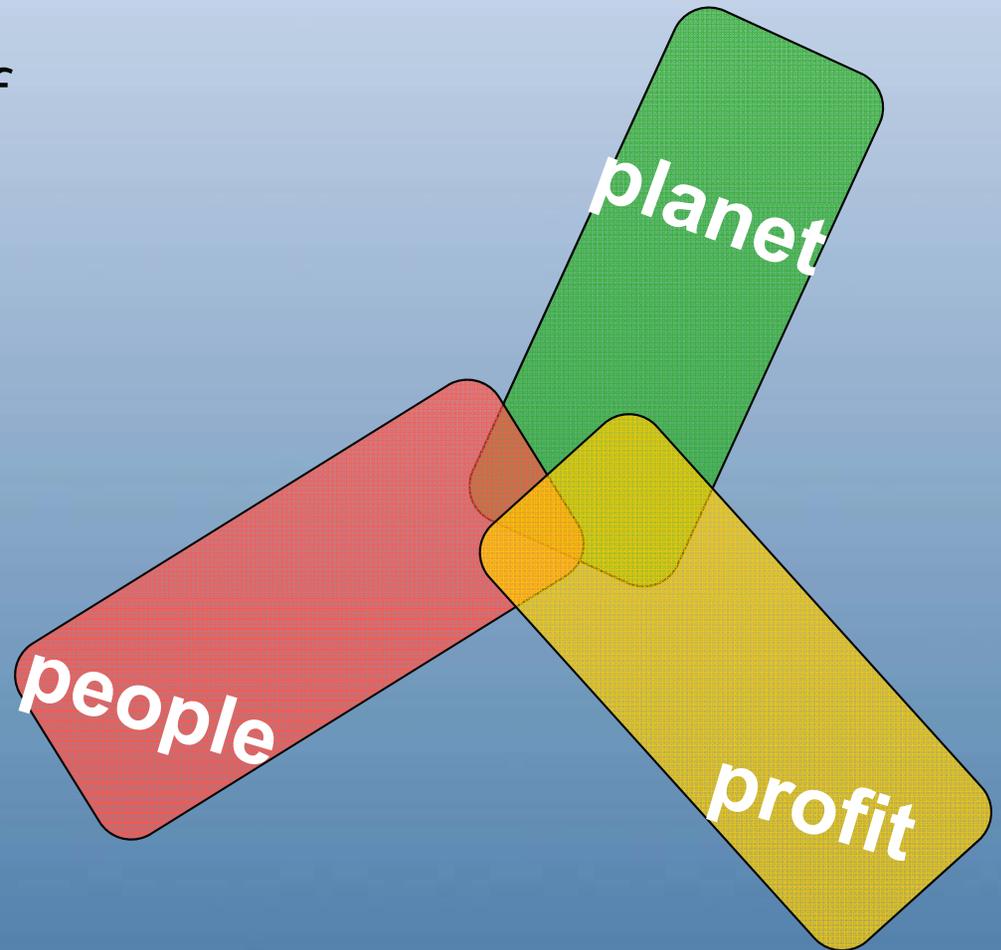


- Keeping program *simple* is important



# Market Selling Points

- Emphasizing *benefits* of the program
  - “Triple Bottom Line”
- Building upon generational motivations & passion





# Using “Market Pull” to Advance Acceptance

- Market competition has been key
  - Getting competitors in market to compete to be “greenest”
  - Building brand equity
- Why do the Certification Tiers work?
  - Provide lower level point of entry
  - Encourage the higher levels of achievement



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# Applications to Sustainable Seafood

- Could “Sustainable Seafood” become part of a larger “Sustainable Food” movement?
- Standards
- Labeling program
- Consumer education



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# Seafood Industry Implications

- Technical
- Marketing
- Operations
- Financial
- Human Resources



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