



distinguished sustainability lecture series

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Key lecture points from the Distinguished Sustainability Lecture Series

Riyadh, Saudi Arabia

December 3, 2013



Rick Fedrizzi

President, CEO & Founding Chair
U.S. Green Building Council®

Rick Fedrizzi co-founded the U.S. Green Building Council (USGBC) in 1993 while serving as the director of environmental marketing at United Technologies subsidiary Carrier Corporation, and he has served as USGBC's President and CEO since 2004. During his distinguished tenure he has tripled its membership, broadened its influence, and cemented its role as a leadership voice in the global sustainability movement.

USGBC's LEED green building program has been the cornerstone of Rick's efforts. Since its launch in 2000, more than 55,000 commercial projects spanning 10.1 billion square feet, and more than 116,000 residential units around the world participate in LEED, with 1.7 million square feet of building space earning LEED certification every day. Nearly 190,000 LEED professional credential holders are engaged in advancing this global movement.

The scope of work at USGBC reaches beyond LEED to include a robust chapter network, the Center for Green Schools, the Center for Green Building and Human Health, and the development and deployment of a variety of technology platforms to support green building data collection and analysis, including LEEDOnline, the LEED Dynamic Plaque, and the Green Building Information Gateway (GBIG.org).

Rick serves on numerous boards and advisory committees, including the Green Building Certification Institute, Center for Health and the Global Environment at the Harvard School of Public Health, the American Architectural Foundation, Delos, Watsco, and the World Green Building Council where he served as Chair from 2011 to 2013. Rick currently chairs the Scaling Sustainable Buildings Action Network of the Clinton Global Initiative. Among his honors are the Charles H. Percy Award for Public Service from the Alliance to Save Energy, the prestigious Olmsted Award from the American Society of Landscape Architects, and the Arents Award from Syracuse University.

Green building is about building value.



In the Middle East, green building emphasis is coming from the region's governments and private developers alike. It is in part a response to the rising performance standards that owners both inside and outside the region are beginning to demand. It is also a maturing of perspectives as all players in the industry are looking for ways to move forward to a more sustainable future.



Throughout the Middle East, we are finding a growing interest in green building. In fact, a recent survey of property investor sentiment in the Middle East found that 63% of investors would pay a sustainability premium of up to 10% to acquire a green building certification provided it demonstrated lower operating costs the following years.

We have been able to take an idea of how to build a better building and turn it into a highly developed, technically rigorous roadmap for every building type at every stage of its lifecycle and extend that thinking to neighborhoods, communities, cities and the world in general.



We measure our progress not only in behavioral changes but also in exactly what we are able to accomplish one on one, city by city, community by community. It's about performance.

The best part about building green is protecting the precious assets within the building and those are the people. Every story about a green building is a story about the people inside – their health, their ability to function, their ability to heal, and their ability to learn. Those are the most important things.

We need a green building for everyone within this generation.

