

Reinventing Green Building: Why Certification Systems Aren't Working and What We Can Do About It

Jerry Yudelson



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Buildings and their associated systems are the largest source of greenhouse gases in the world. The 2030 Challenge aims to produce zero-net energy from new North American construction by 2030 while achieving a 50 percent reduction in carbon emissions from existing buildings. With less than 4 percent of commercial and residential structures in the United States and Canada certified by 2015, we seem destined to fall catastrophically short of this target.

Reinventing Green Building combines a unique, insider's critique of the current state of affairs with a potent vision for the future. This highly visual, data-driven analysis brings together the wisdom of today's leading practitioners including:

Up-to-date information on green building issues, energy economics, and new technology Dramatic new approaches to certification system design and user experience Creative, outside-the-box solutions using the Internet of Things, big data analytics, and cloud-based technologies for building management

The green building revolution has failed to fulfill its promise to transform the marketplace in a meaningful way. Smart, simple, and sustainable: *Reinventing Green Building* presents a new approach to certification, designed to radically cut costs while dramatically increasing marketplace acceptance integrating true climate mitigation and better building performance.

Jerry Yudelson, dubbed "The Godfather of Green" by *Wired* magazine in 2011, has many years of professional experience in the green building field, elected as a LEED Fellow and having served as the president of the Green Building Initiative. He is the author of thirteen books in the field, including *Dry Run*, *Choosing Green*, and *Green Building A–Z*.

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