

# BuildingGreen, Inc. 2020 Benefit Report

## Part 1: Specific goals and outcomes identified by BuildingGreen for creating general public benefit during 2020:

**BuildingGreen's purpose:** To foster a thriving and equitable world through a regenerative and resilient built environment.

**BuildingGreen's mission:** To facilitate collaboration, learning, and trust to accelerate the transformation of the building industry into a force for positive change.

## How BuildingGreen's mission was addressed during 2020:

1. Facilitated sharing of expertise among sustainability leaders in architecture, engineering and construction firms nationwide in service of creating better buildings for public and planetary health.

In February of 2020 BuildingGreen planned and facilitated an in-person gathering for 46 Sustainable Design Leaders at Gulf State Park in Alabama. The [WINTER 2020 SD LEADERS Summit Report](#) offers key learnings and takeaways. Together we addressed the challenges of Justice, Equity, Diversity, and Inclusion (JEDI) while recognizing the irony of doing that without the participation of many of the voices we seek to include and support. We also noted how embodied carbon continues to grow in our collective consciousness as a critical—and challenging—issue.

2. Published thoroughly researched, accurate information on sustainable design and construction, with particular focus on racial diversity and equity.

In January of 2020 we published [Equity in Design and Construction: Seven Case Studies](#), part two of a two-part series on equity, diversity, and inclusion in the building industry. This widely read article focused on equity, diversity, and inclusion in the design and construction of specific building projects. Part 1 of this series, "[Re-forming the Building Industry: Equity, Diversity, and Inclusion](#)" (December, 2019), covered equity, diversity, and justice within the building professions. BuildingGreen placed these articles in front of the paywall making the full content freely available to the public and industry leaders as a strategy to extend the reach of this important information.

3. Assisted universities and corporations in implementing high-performance, sustainable and resilient building projects.

In our 2020 work with a major university on Integrative Design Process (IDP), we've initiated a process change that has the potential to improve sustainability outcomes on many large capital improvement projects.

The university has embraced ambitious sustainability goals but was not bringing those goals to the design teams for their new buildings and renovations until after the design process had begun. The university's programmatic and functional goals for their projects, on the other hand, were expressed much earlier, before the design team was even hired. Because the sustainability goals were being introduced to the teams just as serious budgetary pressures were also being applied, the teams did not feel empowered to embrace ambitious sustainability aspirations.

We have now convinced the university to include sustainability goals with the initial set of programmatic goals, which will enshrine them more firmly as expectations and clarify for the teams that they are not optional, despite budgetary pressures. We anticipate better performing buildings—more energy efficient, better for health, more resilient, and lower-impact in their material choices—will be the result.

4. Operationally, we developed a detailed COVID-19 response plan that met or exceeded state mandates and guidelines to keep our staff and the community safe. We limited access to the office and reset thermostats to avoid wasting heating fuel.

#### **Circumstances that hindered BuildingGreen in our efforts to attain our goals during 2020:**

Historically BuildingGreen has facilitated in-person retreats (SD Summits) for sustainable design professionals around the country. During 2020, following our Winter SD Summit in February, BuildingGreen had to shift to online delivery of these summits. This necessitated extensive re-imagining of these events, and while they were generally successful (and even resulted in a modest increase in participation), these virtual events did not meet BuildingGreen's budget projections.

#### **Specific actions BuildingGreen can take to improve our social and environmental performance:**

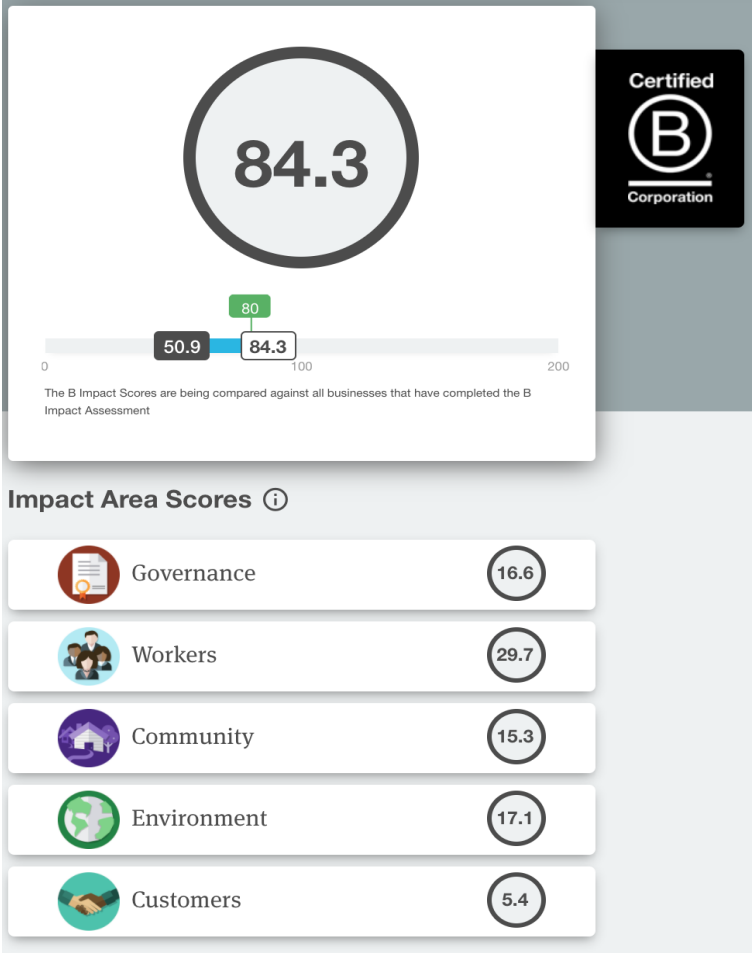
1. BuildingGreen expects to host in-person gatherings, at least regionally, by late 2021. Returning to in-person events will provide a better opportunity for the relationship-building and trust that helps make these networks so effective for co-learning and co-creating. Keeping an online component, at the same time, will help mitigate the impacts of travel and keep network activities accessible to as many members as possible.

2. The COVID restrictions implemented during 2020 have been a catalyst for discovering new and innovative strategies for group facilitation that BuildingGreen will continue to build on even after the restrictions have been lifted.

3. BuildingGreen will choose virtual meetings over travel in many cases, thus realizing significant reductions in carbon emissions from company operations.

**Part 2. Social and environmental performance of BuildingGreen based on independent B Corp assessment:**

In October 2019 BuildingGreen received B Corp certification, achieving an assessment score of 84.3.



During 2020 we used the B Corp improvement framework to strengthen elements of our environmental, social, and governance (ESG) policies and practices. To clearly reflect BuildingGreen’s desire to meet the stringent B Corp requirements of accountability,

transparency, and social & environmental performance, policies in four different B Corp categories were added and/or edited in our Employee Handbook.

## 2020 Policy Additions and Enhancements

<b><u>B Corp Category</u></b>	<b><u>New/edited personnel policy</u></b>	<b><u>Notes</u></b>
<b><i>Governance: Ethics and Transparency</i></b>	Financial Transparency Policy and Commitment	Instituted quarterly financial reporting to the staff
<b><i>Workers: Financial Security</i></b>	No-Interest Loan program	Available to BuildingGreen staff
	Internal Wage Policy	Formalized a “living wage” policy
	IRA	Added the socially conscious funds list access
<b><i>Community: Economic Impact</i></b>	Local Purchasing Policy	Whenever possible, office supplies to be purchased locally
<b><i>Environment: Environmental Management</i></b>	Virtual Office Stewardship policy	Environmental policies related to home office use to match office operations
<b><i>Environment: Air &amp; Climate</i></b>	Business Travel and Expenses	Encourages virtual meetings to decrease impacts of travel

### Part 3. Specific goals and outcomes for BuildingGreen related to public benefit during 2021:

1. Develop detailed plans for scaling up peer networks and consulting, and creating a data-driven content strategy to maximize editorial ROI.
  - While our growth goals for 2021 are modest, following the pandemic, we are creating a strategic plan to guide our approach to increasing engagement with these resources. We are also actively working on ways to increase the racial diversity in our peer networks.
  
2. In order to realize our mission we intend to:
  - Shape and explore a process for a rebranding effort, including identifying our requirements, budget, potential partners, to clarify the value of our services and their

role in helping building professionals create more sustainable communities and buildings. Our key partners include WSP Sustainability for our LEEDuser web resource and Thornton Tomasetti and Long Green Specs for our consulting services.

- Develop a process for how we can integrate customer information into a systematized and ongoing feedback loop that informs key decisions in BuildingGreen’s business planning.
- Further work with long-standing university and corporate clients to strengthen their ability to deliver on their sustainability, health, and resilience aspirations in their real estate projects.
- Engage with 8-12 of our top architecture firm customers to benchmark their designers’ sustainability literacy and provide resources and support to improve on that benchmark, which will (hopefully) result in more sustainable outcomes on the projects they design.

**Part 4. Name and address of BuildingGreen’s benefit director/officer:**

Janice Warren  
50 Eaton Ave.  
Brattleboro, VT 05301  
Compensation: None

**Part 5. BuildingGreen owners:**

Jerelyn Wilson	47 shares	61.84 percent
Nadav Malin	19 shares	25.00 percent
Alex Wilson	10 shares	13.16 percent

**Part 6. Statement of BuildingGreen’s benefit director:**

*As a Vermont benefit corporation, BuildingGreen, Inc. acted in accordance with the requirements of the Vermont statute, “Vermont Benefit Corporations Act.” This includes acting in alignment with its general public benefit purpose and any specific public benefit purposes in all material respects during the period covered by the report.*

*As a Certified B Corporation, BuildingGreen presents its inaugural report, including the third-party assessment, the B Impact Assessment, and a supplemental impact report. I believe that this report fairly represents the activities and outcomes aligned with the corporation’s mission and public benefit purposes. The company is committed to continually assessing its objectives and how best to report on its*

*social and environmental performance, while conforming to the governance requirements of a B Corporation.*

*There is no connection between our benefit corporation director and the organization that established the third-party standard (B Lab) or its directors, officers or any holder of 5 percent or more of the governance interests in the organization that might materially affect the credibility of the use of the third-party standard. Furthermore, as the benefit director, I have no holdings in, receive no payment from, and am independent of the owners of the corporation.*

*Janice Warren*

*Benefit Director*

*April 28, 2021*