

# LEEDing the Way

*The Future of Green Buildings*

**Cleantech Group Webinar**  
**July 14, 2010**

# Agenda

- Welcome
- Brief introduction to Cleantech Group
- Introduction to our speaker
- A discussion with Roger Platt
- Q&A
- Contact us
- Cleantech Focus Chicago – July 27

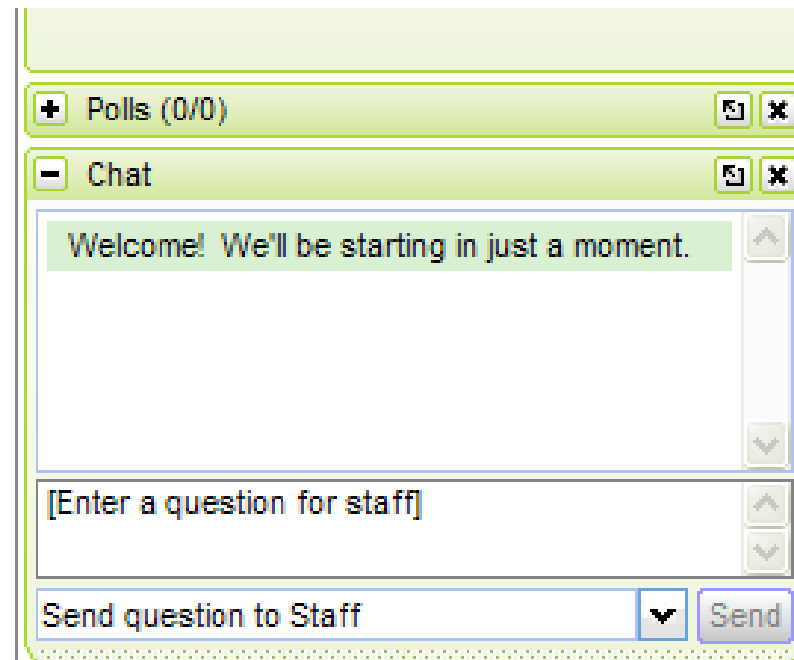


**Emma Ritch**  
Senior Research Analyst  
Cleantech Group

# Submit Your Questions

Submit your questions at any time during the presentation through the chat window to staff and we'll answer as many as we can at the end.

*We will also  
be answering  
questions  
submitted  
online earlier*



# Cleantech Group: Experts on global cleantech innovation

We convene the industry's most dynamic events, deliver cutting edge market research, and provide high impact advisory services

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## RESEARCH

Q3 2009 Investment Trends Member Webinar

October 6, 2009

Dallas Kachan, Managing Director  
Sheeraz Haji, Managing Director  
Scott Smith, Partner and Advisor

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October 23, 2009  
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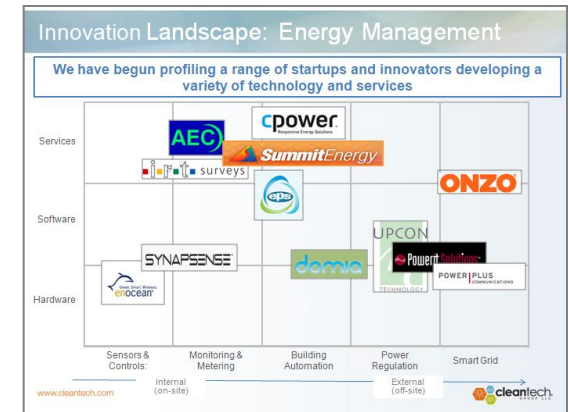
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October 22, 2009  
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Industry's most extensive and widely cited data on cleantech venture investments and news locks us onto the pulse of innovation

## ADVISORY



Skilled team of advisors helps global enterprises decipher the cleantech landscape and capitalize on business opportunities

# Featured Speaker

## Roger Platt

Senior Vice President,  
Global Policy & Law

U.S. Green Building Council





## **MISSION** | **VISION**

Buildings and communities will regenerate and sustain the health and vitality of all life within a generation.

To transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life.





# 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	
<b>Platinum</b>	
Sustainable Sites	13/15
Water Efficiency	5/5
Energy & Atmosphere	12/15
Materials & Resources	6/9
Indoor Environmental Quality	10/13
Innovation & Design	5/5
*Out of a possible 62 points	

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# Steps to LEED Certification

**REGISTER YOUR PROJECT**

```
graph TD; A[REGISTER YOUR PROJECT] --> B[TRACK PROGRESS & DOCUMENT ACHIEVEMENT]; B --> C[APPLY FOR CERTIFICATION];
```

**TRACK PROGRESS &  
DOCUMENT ACHIEVEMENT**

**APPLY FOR CERTIFICATION**

# Commercial LEED Certified Projects (cumulative)

As of May 2010

5,707



2005

2006

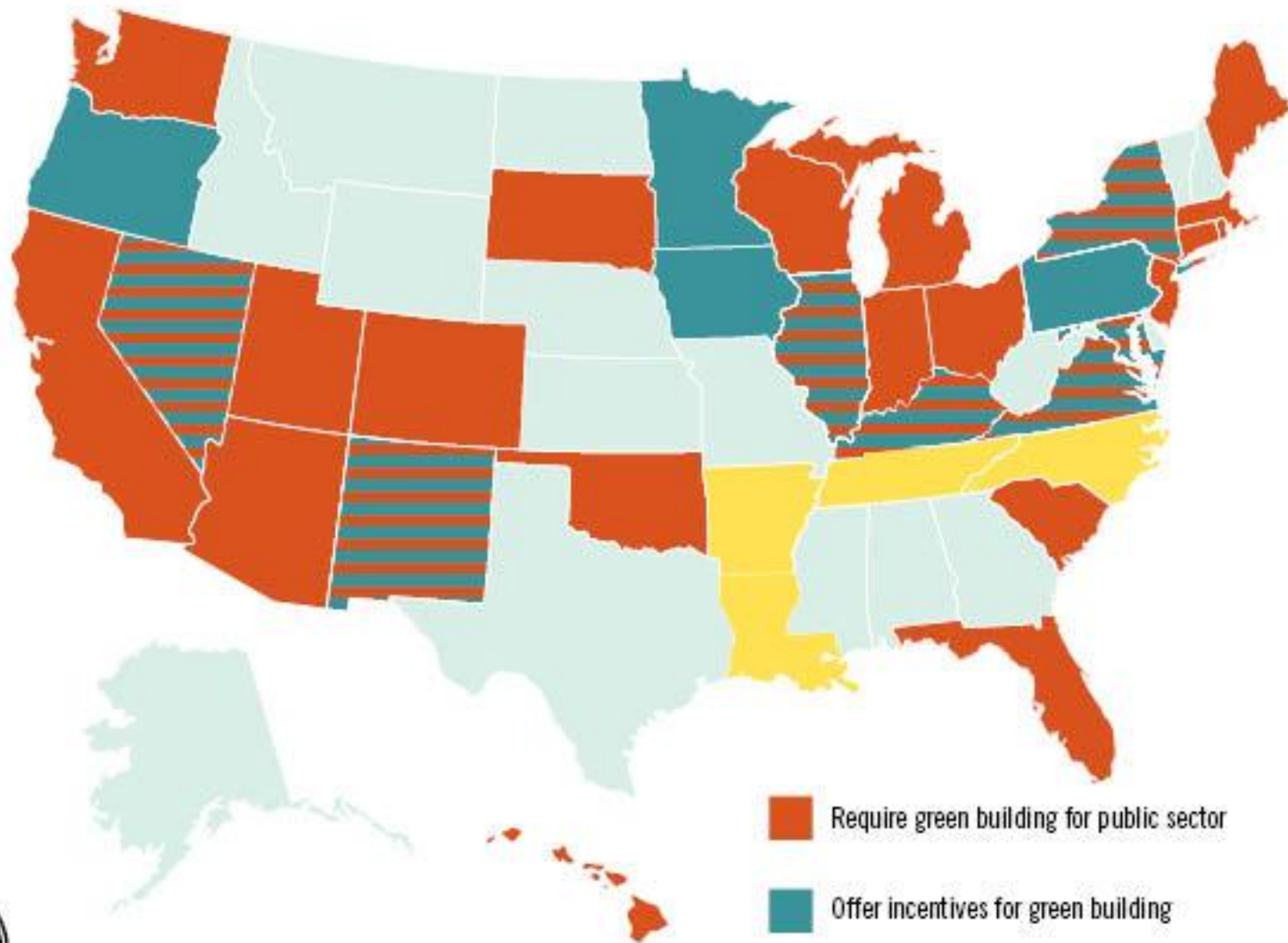
2007




2008

2009

2010

# State Green Building Policies



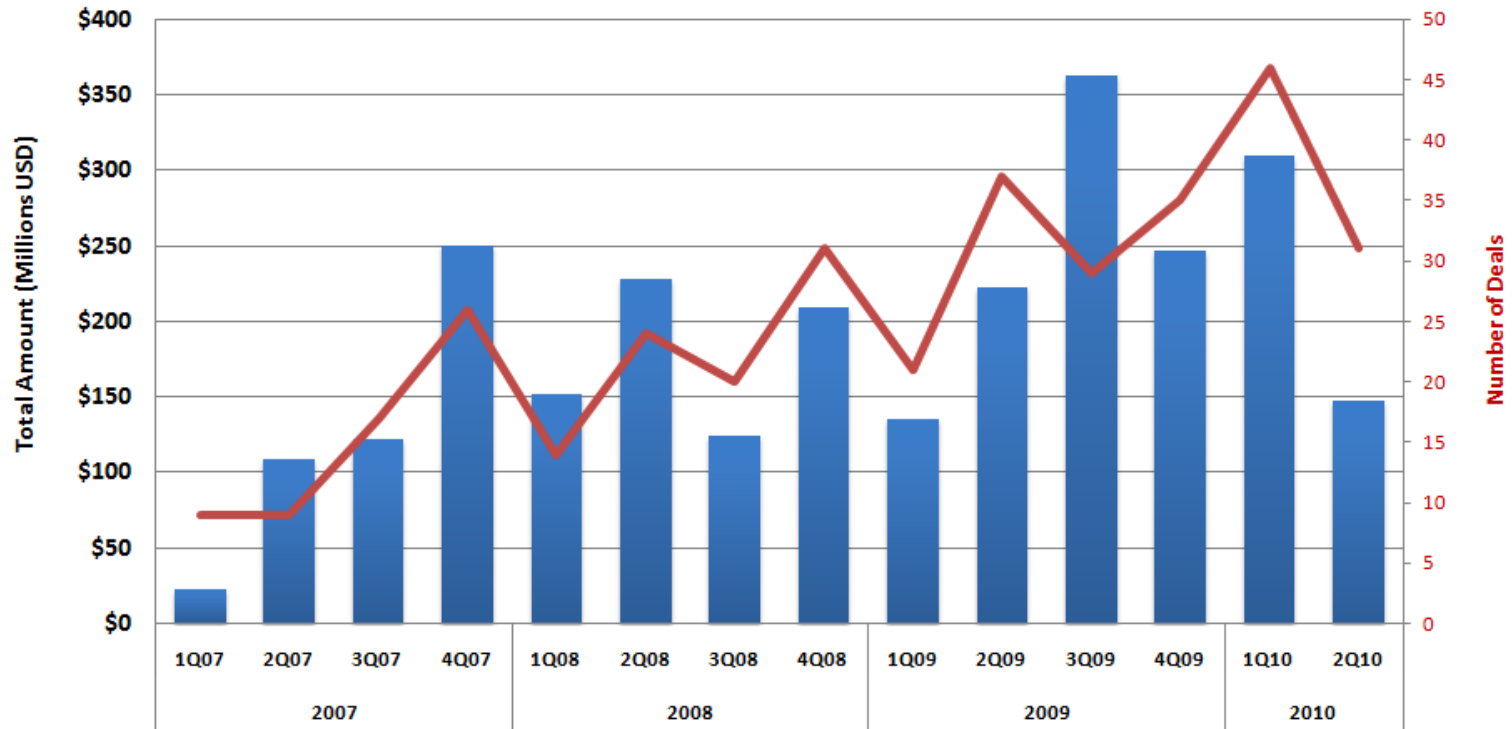
-  Require green building for public sector
-  Offer incentives for green building
-  Encourage green building

As of May 2010



# Investment in energy efficiency could surpass solar by the end of 2010

## Energy efficiency had the most deals (29) in 2Q10:



Source: Cleantech Group

# Did you know?

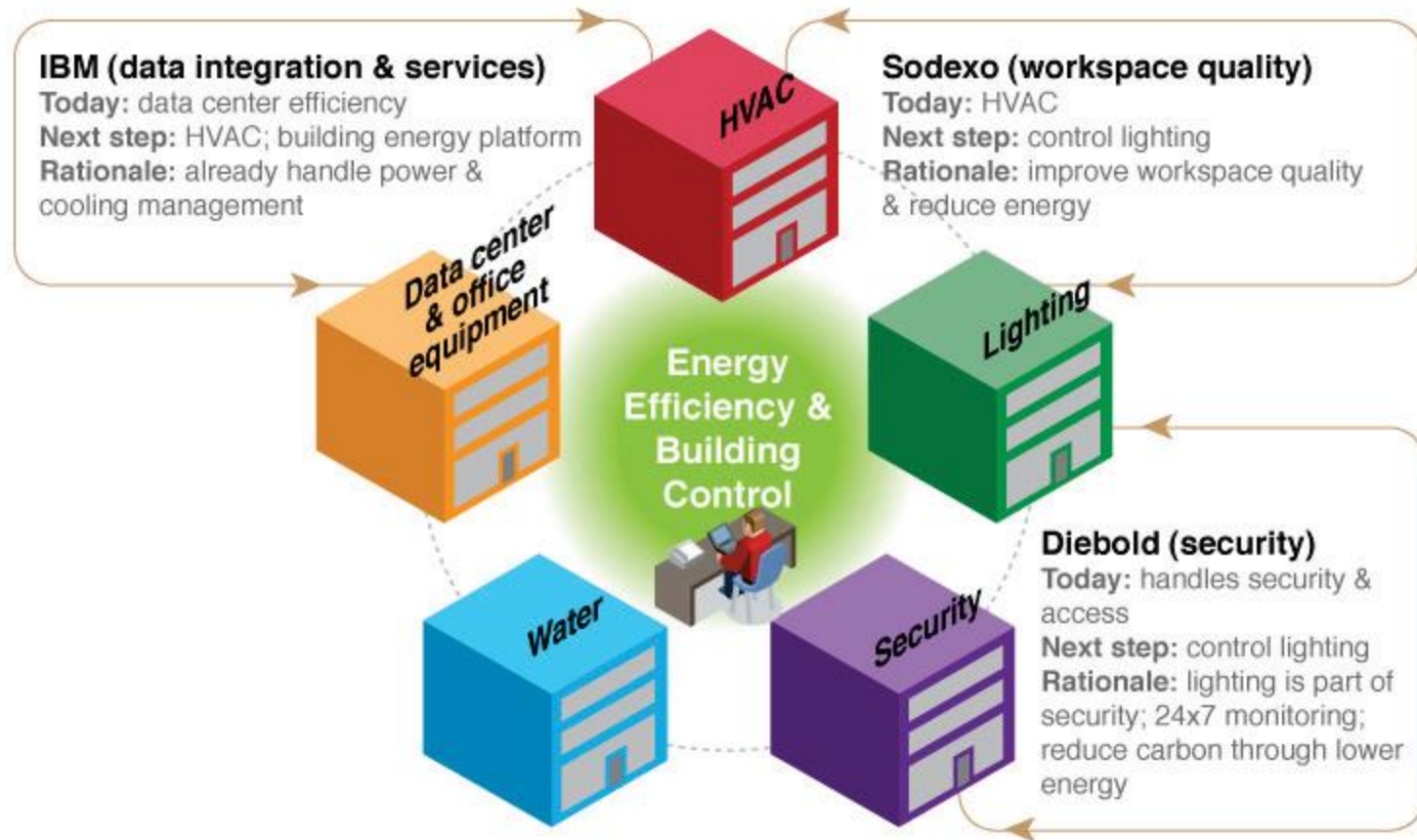
“

Even modest efficiency efforts could cut consumption in buildings by 30% to 50%, which would amount to a \$30 billion to \$54 billion annual savings across the existing 4.9 million commercial properties in the United States alone.

”

**Source: *As energy efficiency booms, buildings get a brain*,  
Cleantech Group Executive Report**

# A changing vendor landscape



# Q&A



**Roger Platt**  
Senior Vice President of Global  
Policy and Law

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[www.usgbc.org](http://www.usgbc.org)  
[www.greenbuildexpo.org](http://www.greenbuildexpo.org)



**Emma Ritch**

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# Slides and Recording Available

[http://info.cleantech.com/GBWebinar\\_Materials.html](http://info.cleantech.com/GBWebinar_Materials.html)

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- Replay this webinar on-demand
- Complete a brief evaluation – let us know what you think!



(We'll email this link to you after the webinar)

# Special Discount to Cleantech Focus Chicago



## Don't Miss [Cleantech Focus Chicago](#): Energy Efficiency in the Built Environment

**July 26** 5:30pm - 7:30pm Keynote followed by Reception

**July 27** 8:30am - 6:30pm A full day of keynotes, panels, case-studies and networking

*This conference will bring together hundreds of the most influential industry players - including investors, enterprises, entrepreneurs, and policy makers – to focus on the latest energy efficiency technologies and smart building components.*

Register today and save \$100 using  
code **WEBINAR** at  
<http://events.cleantech.com/chicago>

# Keynote: Andrew DeGuire, Johnson Controls

## **Best Practices in Energy Efficiency for Buildings**

July 26

5:40pm

Andrew DeGuire

Vice President, Strategy & Acquisitions

**Johnson Controls**

The fastest way to energy security is energy efficiency. Hear how Johnson Controls is taking a holistic approach to energy management in new construction and building retrofits, and learn about the newest solutions that integrate information technology and energy technology.



Register today and save \$100 using  
code **WEBINAR** at  
<http://events.cleantech.com/chicago>

# Energy Efficiency 2.0

## Energy Efficiency 2.0

July 27

9:15am

Marc van den Berg

Managing Director

**VantagePoint Venture Partners**

What are the sectors and companies to watch in energy efficiency? Marc van den Berg of VantagePoint Venture Partners, provides insight into the current state of what works--and what doesn't. He'll also give you a glimpse into the future of green buildings.



Register today and save \$100 using  
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# Keynote: Can Green Buildings Go Mainstream?

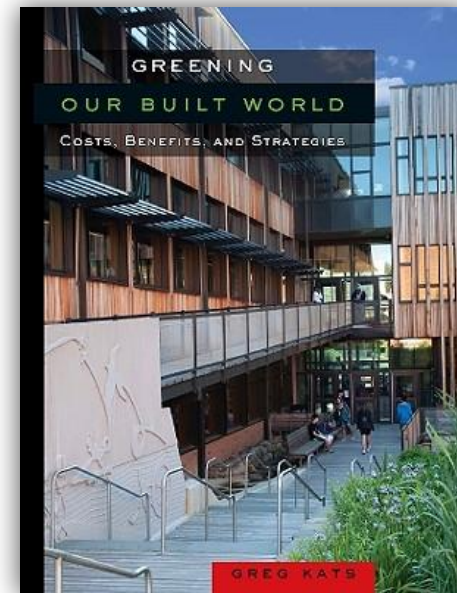
## Can Green Buildings Go Mainstream?

July 27

9:45am

### Gregory Kats

This interactive keynote session features Gregory Kats, senior director and director of climate change strategy at Good Energies, and author of "*Greening Our Built World: Costs, Benefits and Strategies.*"



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code **WEBINAR** at  
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# Case Study: New Corporate Faces in Energy Efficiency

## **New Corporate Faces in Energy Efficiency**

July 27

12:45pm

Florence Hudson

Energy & Environment Executive

**IBM Corporate Strategy**

The competition is quickly heating up among corporate technology vendors that see energy efficiency as an avenue to expand their solutions for current clients. IBM, Cisco, Microsoft and other corporations are transitioning their internal sustainability efforts into new offerings that integrate data, networking and software to improve the energy efficiency at clients' facilities.



Register today and save \$100 using  
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# Technologies in Action: ENXSuite & Chicago

## Technologies in Action: ENXSuite & Chicago

July 27

3:55pm

Michael Meehan

Founder, CTO & EVP Corporate Strategy

**ENXSuite**

The City of Chicago has implemented a new cloud-based energy management system to help it meet its goal of becoming the 'Greenest City in the World' and reduce its greenhouse gas emissions by 80% by 2050.

ENXSuite CTO Michael Meehan will discuss how ENXSuite's technology tracks and analyzes the carbon, power, water, waste, and alternative energy consumption citywide as well as providing the city with useful recommendations on where they can cut energy and costs.



Register today and save \$100 using  
code **WEBINAR** at  
<http://events.cleantech.com/chicago>

# Cleantech Insights: [blog.cleantech.com](http://blog.cleantech.com)

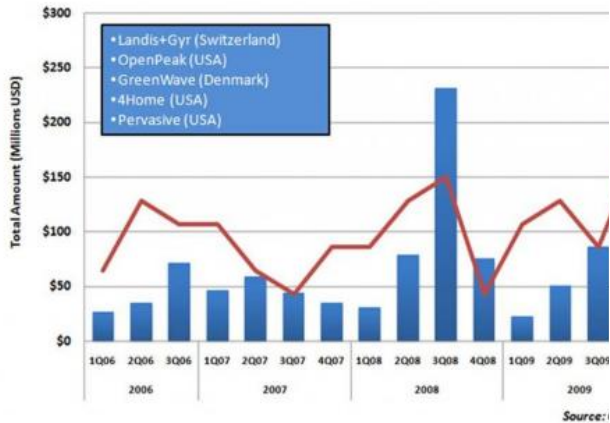
## Smart Grid venture capital hits record quarter



by Greg Neichin | July 1st 2010  
Posted in Cleantech Investment Insight, Sector Insights, Smart Grid  
Tags: #cleantech investment, 4home, abb ventyx, financing, greenwave, landis+gyr, openpeak, smartgrid

We just released our quarterly venture capital data, produced in conjunction with Deloitte, and the numbers tell a record story for smart grid. While institutional venture finance is only one piece of the funding landscape driving the development of smart grid – and is quite frankly dwarfed by the investments in grid technology being made by both governments and large global corporations – it is an important indicator of where investors are placing bets for the future.

### Smart grid hits record quarter with mega round



[www.cleantech.com](http://www.cleantech.com)

Deloitte



## Cleantech Insights

The leading voices on global innovation

### The Wal-Mart Effect



by Emma Ritch | July 1st 2010  
Posted in Energy Efficiency in the Built Environment  
Tags: Amit Chatterjee, Apple, cleantech focus chicago, Coca-Cola, Diebold, ENXSuite, Hara, Hasbro, Michel Gelobter, Safeway, Wal-Mart

Wal-Mart's ambitious plan to green its supply chain has trickled down to Redwood City, Calif.-based environmental and energy management startup Hara. And to hear Hara's CEO Amit Chatterjee tell it, this is just the beginning.

Call it the Wal-Mart Effect. The retailing giant announced plans in February to cut 20 million metric tons of greenhouse gas emissions from its supply chain by the end of 2015. The catch is that it's Wal-Mart's suppliers making the changes to how they do business.

"It resulted in suddenly a shock across commodities manufacturing players," Chatterjee told me. Manufacturers were left asking "how does my supply chain look, and how does it fit to Wal-Mart's standards?"

"Wal-Mart has shaken the foundation of a lot of companies that never cared about this before," Chatterjee said.

It comes Hara. The startup's carbon accounting software can help companies track consumption of energy and natural resources across global supply chains. That visibility into consumption and emissions is the first step in reducing the use of energy, water and other resources, says Hara's Chief Green Officer Michel Gelobter.

Just last week the startup revealed its first publicly announced deal linked to the Wal-Mart Effect. Toy maker...

[www.cleantech.com](http://www.cleantech.com)

## Cleantech Insights

The leading voices on global innovation

### Tesla: Plugging in to the future of electric vehicles



by Lisa Sibley | June 29th 2010  
Posted in Energy Storage, IPO Watch, North America, Transportation

There's been a flurry of news coverage and blogging today surrounding electric car maker Tesla Motors' IPO on the Nasdaq stock market—marking the first American car maker to go public in a half century. It priced higher than expected for a total value of \$226 million.

Transportation was already a hot sector to watch in terms of first quarter investment in 2010, and Tesla's activity suggests that trend is continuing this quarter.

If one of at least three IPOs the Cleantech Group has recorded in its databases so far in the second quarter, from LED manufacturer China Intelligent Lighting Intelligence and energy conservation

able Energy Holdings and California's poor market conditions and leaving some transportation company can vary vastly for a

defining how consumers drive or will the company from taking off? Will its new of the other large automakers pursuing

It could be a good thing for the cleanteching stations and other infrastructure could plugging in.

2.5 percent while the overall market sank. Analyst Greg Neichin was quoted in the high profile success. "Tesla's success," said Neichin, also vice president of the cleantech companies. "I think success, if

