Getting to Yes:
Winning and Making Your Next Project Net-Zero, LBC, or . . .

Charley Stevenson
LEED AP BD+C
integrated ecostrategy

Bill Maclay
FAIA, LEED AP, Principal

Larry Jones
LEED AP BD+C

Maclay Architects
CHOICES IN SUSTAINABILITY

atelier ten
Getting to ‘YES’

Yes to the Goal of Ambitious Buildings

Charley Stevenson
Green Building Consulting & Materials Research
charley@integratedecostrategy.com

integratedecostrategy
Building Projects & Sustainability Goals

Client Goals at the Start:
- Ambitious
- Moderate
- Low
- None

Life of the Project:

Risk:
- What works?
- $$
- $$
- Risk

What works? (vertical axis)
Building Projects & Sustainability Goals

Client Goals at the Start

Life of the Project

Ambitious
Moderate
Low
None

What works?

$$
Risk

Life of the Project
Building Projects & Sustainability Goals

- Ambitious
- Moderate
- Low
- None

Client Goals at the Start

- These are our current clients
- These are our next clients

Life of the Project

- What works?
- $\$
- Risk
Building Projects & Sustainability Goals

Client Goals at the Start

Life of the Project

Ambitious
Moderate
Low
None

What works?

Risk

$$
How to Move the Green Building Goals

Greater Goals & Greater Success

Resonating

Lower First Costs

Leverage

Benchmarking

Ongoing Energy & Maintenance Costs

Ratcheting

Life Cycle Costs

Green Building Certifications

Human Costs: Productivity from Healthier Buildings

Examples of successful green building projects

Greater Goals & Greater Success
Project Team Needs Convincing
Project Team Needs Convincing

Consultant - Design Team - Owner - Donors

or

CFO - MEP - Architects & Designers - Consultant - Sustainability Office

Goal - Project Manager - Development Team - Owner

Donors - Constituents

Exerting influence of Passion & Enthusiasm on Cold Reasoning
Thank you.

Charley Stevenson
Green Building Consulting & Materials Research
charley@integratedecostrategy.com

integratedecostrategy