



Photo: piranka



# **BuildingGreen, Inc.** *2022 Benefit Report*

## Part 1:

# Specific goals and outcomes BuildingGreen identified to create general public benefit in 2022

## BuildingGreen's overarching goal:

To champion changemakers in transforming the building industry by delivering trusted insight, industry knowledge, and sustainability education, and to coordinate peer communities where industry leaders can support each other and work together to create a thriving and equitable world through a regenerative and resilient built environment.

## How we addressed BuildingGreen's overarching goal in 2022:

### 1. We champion communities of professionals within the building industry.

Our Peer Networks facilitate the sharing of expertise and experience among sustainability leaders in architecture, engineering, and construction (AEC) firms nationwide to create better buildings and communities for public and planetary health. BuildingGreen works with its peer communities and uses training, in-person and online events, and an online forum to advance and advocate for a healthy and resilient built environment and a thriving, equitable world. We seek to be the essential source of trusted industry insight and unparalleled education, where sustainability thought leaders can interact and transform the building industry.

*"This group helps push initiatives forward in [the] industry and within [our] company."*

*- Sustainable Construction Leader, Peer Networks*

### The Peer Network Networks

- Sustainable Design Leaders
- Sustainable Construction Leaders
- Sustainable Mechanical/Engineering/Plumbing Leaders
- Sustainable Community Design Leaders

**2022 Sustainability Leader Summits** (Events in 2022 were open to multiple networks and were locally or regionally focused.)

- San Francisco Bay Area Mini-Summit (May)
  - [Report](#)
  - 19 attendees
- Chicago Mini-Summit (June)
  - [Report](#)
  - 15 attendees
- New York City Mini-Summit (September)
  - [Report](#)
  - 17 attendees

### **2022 Event Participant Takeaways, Expressed in Follow-Up Surveys:**

- “I learned how some other groups are approaching material research and specification, which has been a huge challenge for our work, and have since followed up on some leads to try and improve our methods based on what I have learned.”
- “I made more contacts and forged deeper ones.”
- “Please keep this up / more! We really do need to brainstorm together and speak openly/quickly.”
- “Networking opportunities for business development between some firms and my own will be much easier now that we have shared face-to-face time.”
- “Getting introduced to the sustainability leaders of the architecture firms we work with was very useful, and I made professional connections with them shortly afterwards.”
- “I have a renewed motivation to do more contractor outreach.”
- “I’m excited to explore some of the tools presented and see if we can improve our processes with them.”
- “[This mini-summit was] a good prompt to focus more on mentoring/leadership of staff.”
- “I met some folks from Chicago who I want to connect with outside of the mini-summit to learn more about the work they’re doing.”

### **2022 Peer Network Initiatives**

- BuildingGreen completed and shared salary surveys for Sustainable Design Leaders and Sustainable Construction Leaders.
  - “It is very useful. Last fall I was told that I “make way more” (salary) than our peers’ sustainability people. Based on this report, not only do I not make “way more,” but it looks like I may be a little low. I would rather know that I’m slightly underpaid than worry about our economic plights and being ‘overcompensated.’ Thanks for putting this together!”
  - “This was very helpful, and tells me I am way underpaid! I hope I can use it to help build my case for a raise! Thank you so much for doing the research and compiling! Very important work.”
- We further established and promoted the [Contractor’s Commitment](#), now in its second year.
- BuildingGreen published the [Decarbonizing Existing Buildings Guide](#) in collaboration with the Decarbonizing Existing Buildings Working Group.
- The Material Flows and Social Impacts Working Group developed a [Reuse Ecosystem Map](#) and became [All for Reuse](#), an independent initiative connecting building professionals and other stakeholders to scale material reuse.
- The Indoor Air Quality Working Group published a [white paper](#).
- The [MEP 2040 Challenge](#), conceived in Sustainable MEP Leader conversations and initiated in 2021, continued gaining steam.

### **2022 Peer Network Quantifiable Impacts**

- We added 19 members to our peer networks, achieving a 6% growth rate overall.
- Sustainable Construction Leaders grew by 47% in 2022, from 38 to 56 members.
- Our members posted about more than 197 topics in the forums, with hundreds more total

posts and replies.

- We hosted eight Peer Network webinars and 75+ virtual meetings for members (up from 70+ in 2021).
- We held three regional mini-summits and two “show and tell” events, which feature five-minute presentations.
- We invested more than 120 staff hours in a Peer Networks strategic planning process that led to a clarified internal purpose and values statement as well as a 33-point plan that we started enacting in 2023.

### **Quotes from Peer Network Members in the Strategic Planning Focus Groups**

- “I was very pleasantly surprised by the collaborative nature of the group.” (Sustainable Construction Leader).
- “This group helps push initiatives forward in [the] industry and within [our] company.” (Sustainable Construction Leader).
- “The moral support has gotten me through times when I was ready to throw in the towel.” (Sustainable Design Leader).
- “Everything is relevant and important; it keeps up with the fast-changing pace.” (Sustainable Design Leader).
- “BuildingGreen runs its meetings with intentionality, embodying sustainability, and in a way that helps you connect and be present.” (Sustainable Design Leader).
- “I can’t imagine doing the job without it.” (Sustainable Design Leader).
- “[This network is valuable for] understanding topics of the day: what have I missed?” (Sustainable MEP Leader).
- “The connections are beneficial, high value.” (Sustainable MEP Leader).

## **2. We champion industry professionals with trusted information on sustainable design and building.**

*“Building Green is THE authority on all things related to sustainability, health, and the built environment. It’s the place I go to (and I send my teams to) when I need to know what the final word is on an issue, a quick primer on a concept, or when I want to learn about a subject in depth.”*

**- Architecture Professional**

We help our audience develop the context for making critical sustainability decisions in building design and construction for a greener, healthier future. We deliver rigorous, trusted strategic thinking and viewpoints that help our subscribers break down and explain complex sustainability issues in digestible and actionable ways.

We support and champion each practitioner's path from an accredited degree program to the development of their professional career in sustainable design or construction. We offer a growing library of educational content approved for maintenance of professional standing and industry credentials:

- Continuing Education Library: Articles, reports, study guides, webcasts

We publish rigorously researched, professional, and timely information about sustainable design and construction issues and trends. We don’t accept advertising or other commercial support. Our research routinely references multiple interviews with industry experts working at the progressive edge of their fields, always with an eye toward racial diversity, social justice, and equity.

A sampling of 2022 content that reflects BuildingGreen’s focus on current key issues for the AEC industry:

- We Must Decarbonize Existing Buildings by 2050—but How?
- Assessing Climate Hazards: The First Step in Resilient Design
- Constructing Change: The Contractor’s Commitment
- Waste Not, Want Not: Case Studies of Building Material Reuse
- Leveraging LEED Design Strategies for WELL
- Wood, Forests, and Embodied Carbon

A sampling of 2022 content that reflects the importance of environmental, social, and governance (ESG) issues to sustainable building practices:

- ESG: 6 Things Building Professionals Need to Know
- ESG for AEC: Does It Change How We Approach Green Building?
- The BuildingGreen Guide to ESG
- ESG: Earth’s Salvation or Greenwash du Jour?
- Will ESG Move the Green Building Needle?

### 3. We champion sustainability education via subscription-based online resources for architecture and general studies libraries at universities and colleges

*“BuildingGreen serves as the primary text for my Green Building in Professional Practice course and as a secondary text in every other course I teach. I use it as a research tool myself.”*

*– Architecture Professor*

Our online resources are available to faculty and students at more than 150 colleges and universities. We also support faculty in syllabus development for their architecture and design courses. We regularly share knowledge about high-performance, sustainable, and resilient buildings and curate our content and guidance for use in all levels of college and graduate courses:

- [Sustainable Design 101: A Syllabus Supplement](#)
- [LEED 101: A Syllabus Supplement for Green Building Coursework](#)
- [Green Building Materials 101: A Syllabus Supplement](#)
- [Knowledge Base of Sustainable Design Topics](#)
- [Product Category Insight & Guidance for Green Building](#)

We foster insight and a shared dialogue that accelerates a regenerative and resilient built environment as a force for change—just as we inspire critical thinking and collaboration that can move the industry toward a deeper focus on a healthy, resilient, more equitable world.

## 4. We champion industry professionals with customized training.

*"I hope you'll see upon reviewing the comments how well received and appreciated your workshop was for our members. I must say, this group is a tough bunch to impress, and you clearly did just that."*

**- Event organizer**

BuildingGreen offers training to the AEC industry in various forms. We offer in-depth courses on healthy and sustainable product choices to companies in Massachusetts through a program of the nonprofit [Built Environment Plus](#). In 2022, these sessions introduced dozens of Boston-area architects to the theory and practice of transparency about product ingredients, reporting mechanisms for embodied carbon, and strategies for selecting optimized products.

BuildingGreen has also developed, in collaboration with members of our Sustainable Design Leaders network, a curriculum designed to create accessible entry points to the field of sustainable design for small architecture firms and others that are resource-constrained and struggling to catch up to today's best practices. In 2022, this material took the form of a seminar at the American Institute of Architects' national Conference on Architecture and an eight-hour training session at AIA Minnesota's annual conference. Both events were fully subscribed and well reviewed: the seminar had 300 participants and was [covered on AIA's website](#), and the training session was described by some participants as "the best class I ever attended."

## 5. We champion industry transformation

As champions of the practice of sustainable design and building, we help leaders in large corporations and higher education institutions bring transformative change within and across their organizations. Through our consulting services, together with our clients, we are driving the industry forward in several critical areas.

Building products and materials continue to be a major focus area of our consulting services. A few highlights:

- Working with Google's Real Estate and Workplace Services Sustainability Team, BuildingGreen developed a standard for best-in-class modular carpet and [shared it with the industry](#).
- We provided custom research and expert guidance on product selection for a new facility at a major university. The insights we're providing are reverberating through that institution's Capital Projects Team and are likely to inform ongoing procurement practices.

Resilience at the intersection of adaptation and climate-change mitigation also continued to be a major focus of our work throughout 2022. Working with a small team of leading resilient design consultants, we helped a large developer of mixed-use neighborhoods create measures for adapting to climate change that integrate with advanced decarbonization and sustainability goals.

BuildingGreen also supports strategic planning for sustainability. We facilitated an internal workshop for the building performance and sustainability team within a university, supporting a reorganization that is the first step toward reorienting the school's facilities teams to emphasize energy and carbon reductions in building construction and operations.

## Part 2: Specific actions BuildingGreen took to improve our social and environmental performance

Every year, we examine our benefit offerings through the lens of championing the health, well-being, and productivity of BuildingGreen staff and families. This year, we added the following benefits in support of our employees:

- 12 weeks of paid family leave
- Four additional sick days, for a total of ten annually
- Juneteenth as a holiday, bringing our total to 12 paid holidays
- A vision plan to supplement our array of other benefits

BuildingGreen continues to champion the growth and development of our staff through professional development opportunities. In 2022, staff attended and participated in conferences and other educational opportunities, including:

- The Living Future Conference, which unites a community of deep-green thought leaders, practitioners, and healthy materials providers focused on the built environment. The focus of the conference for 2022 was Restoration & Justice.
- Greenbuild, which is the world's largest conference dedicated to green building.
- One-on-one professional development coaching tailored to individual needs.

## Part 3A: Looking back: Goals and outcomes from last year's Benefit report 2022 initiatives:

### **Achieve recertification of BuildingGreen's B Corp status.**

- This past June, we worked with a consultant to update responses and documentation for all six Impact Areas of BuildingGreen's B Corp assessment in preparation for the B Lab review. We are now in a waiting period for review by the B Lab analyst.

### **Improve and strengthen our brand to increase BuildingGreen's visibility with industry leaders. In 2022, we:**

- Strengthened our social media program to promote new content on our websites, including webinars and features about sustainability trends, green building products, and industry developments.
- Established a regular cadence of subscriber surveys to determine the information needs of green building professionals, what topical content they most desired, and their shifting interests. This continues to help drive our editorial team's coverage.
- Expanded our new branding initiative across our website to better position BuildingGreen as a leading resource in the sustainability industry, further differentiating and strengthening our relevance and value in an increasingly competitive industry.

**Integrate our sustainability content with Peer Network member benefits to raise their level of competency to help drive achievement of carbon, health, and social equity targets.**

- We achieved a major milestone toward this goal by restructuring our offerings to include premium subscriptions by default for all Peer Network members. This access removes a key barrier to the easy sharing of BuildingGreen.com content in the networks and sets the stage for more regular outreach to network members with relevant content.

**Improve the structure and user experience of the BuildingGreen website to more effectively support the expertise of industry professionals in designing sustainable and resilient buildings.**

- Last year saw significant improvements to our website to enhance the experience for our users. These updates and changes include improved messaging about BuildingGreen's support of sustainable design and building, better page designs to boost readability and engagement with site content, and delivery of search results in a manner that surfaces the most relevant, most recent articles and webinars first.
- We updated branding on the main navigation pages of the BuildingGreen website, and a new color architecture identifies each unique BuildingGreen service, aiding navigation.
- We created new homepages for both anonymous and authenticated users to easily explain BuildingGreen offerings and highlight educational guides and webinars. The new anonymous homepage allows anyone to see highlights of recent content.
- We redesigned pricing pages to offer icons representing different plans available on BuildingGreen, including the value of each.
- We revised content and navigation on the updated Product Insights page to provide more intuitive access to guidance and insights on green product categories.

## **Part 3B: 2023: Specific goals and outcomes for BuildingGreen related to public benefit**

- Build and deliver an enhanced, advanced Drupal 9 technology platform for our BuildingGreen websites.
- Provide new, improved security features.
- Achieve an online presence that offers more intuitive navigation and an improved search function for quickly locating desired sustainability guidance for green building products and continuing education credits.
- Reinvigorate LEEDuser to support forthcoming LEED v5 guidance.
- Refocus Peer Network initiatives where they can have the biggest impact and support professionals throughout their careers, with a return to in-person events and the creation of a new Rising Sustainable Design Leaders network.
- Continue consulting support for the development and use of more sustainable products and materials in direct work with corporate real estate owners, as consultants on projects, and with support for collaborative industry initiatives.
- Create and strengthen industry alliances that can increase the visibility of our resources and deliver increased access to our education content, allowing more industry professionals to increase their knowledge of sustainability issues and gain or maintain their industry credentials.



## Part 4: Name and address of BuildingGreen's Benefit Director:

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 percent

Alex Wilson, 10 shares/13.16 percent

## Part 6: Benefit director statement

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, Building Green presents its third impact report. I believe that this report fairly represents the activities and outcomes aligned with the corporation's mission and public benefit purpose. The company is committed to continually assessing its objectives, continuous improvement, and how best to report on its social and environmental performance, while conforming to the governance requirements of a benefit corporation. The initial third-party B Impact Assessment was completed in 2019. During 2022, the company completed the current version of the B Impact Assessment. Recertification, which requires meeting minimum performance and transparency requirements, is currently pending.

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 8, 2023



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