



Green Building Pages

a web resource guide

www.greenbuildingpages.com

The Company

Green Building Pages, Inc. is a California S-Corporation formed in January 2004.

Mission Statement

Green Building Pages, Inc. is an on-line, sustainable design and decision-making tool for building industry professionals and environmentally and socially responsible consumer. Green Building Pages' mission is to create a clear, concise, public format for communicating comprehensive, current, and transparent information to enable building industry professionals and consumers seeking a healthy, sustainable lifestyle to choose building materials that **preserve health, the environment**, and whose production and manufacture processes **promote social equity** and **economic sustainability**.

Development

Green Building Pages has been developed over the past ten years. It has evolved under the leadership of Marilyn Miller Farmer, AIA, LEED AP, and Habitat Studio, Architecture & Planning in collaboration with other design professionals involved in the building industry as well as many others vitally interested in preserving the environment and in creating a more sustainable world.

Market

The Green Building Pages website is uniquely formatted for the increasing numbers of national and international building professionals as well as 63 million U.S. consumers seeking to exercise a combined \$226.8 billion consumer spending with a focus on health, the environment, social justice, personal development and a more spiritually enriched, sustainable lifestyle. In addition to these LOHAS (Lifestyles of Health and Sustainability) 'Cultural Creatives' who are flexing their consumer muscle, there is a growing global marketplace of \$540 billion from consumers making socially and environmentally conscientious purchasing and investing decisions.¹

The U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Certification program has been driving and defining the market for the 'green' construction industry for the past five years in the United States and has recently moved into the global market. It's LEED Accredited Professionals have grown exponentially, by more than 800%, in the past three years, from 2,443 accredited professionals in 2002, to over 19,700 in 2005.² Another powerful building industry association, the National Association of Home Builders (NAHB), one of the nation's largest construction trade organizations, with over 220,000 members, in January, 2005 introduced the NAHB Model Green Home Building Guidelines, the first green guidelines for U.S. residential construction.³

¹ *Understanding the LOHAS Market: Identifying the LOHAS Consumer and Business and Branding Opportunities*, Natural Marketing Institute, July, 2004.

² U.S. Green Building Council, www.usgbc.org

³ The National Association of Homebuilders, http://www.nahb.org/news_details.aspx?sectionID=122&newsID=1331

Product and Service

Green Building Pages will provide publicly accessible, current, comprehensive, transparent information for over 2500 building materials currently identified as ‘green’, providing professionals and consumers the opportunity and ability to make fully informed decisions in the selection of sustainable building materials.

To serve this growing market sector, Green Building Pages uniquely offers the following features currently not publicly available:

- **Comprehensive:** A comprehensive list of over 58 criteria categories, covering the life cycle of a product, as well as a social profile of the manufacturer and ‘chain of custody’ supplier information.
- **Current:** Web format provides manufacturers the ability to provide and update all information online to meet the expanding demand for accurate, current and comprehensive information.
- **Transparent:** Layers of in-depth information beginning with a clear graphic product overview, GBP questions and company responses, and evaluation breakdowns for each Green Building Pages’ criteria and sub-criteria category.
- **Measurable Criteria:** Green Building Pages has developed fifty-eight criteria with clearly defined points attributable to specific performance in five main categories to create a ‘background’ evaluation system and method of benchmarking goals and improvement.
- **Triple Bottom Line Benchmarking:** Evaluation of *Economic, Environmental* and *Social* aspects of a product initiates triple bottom line benchmarking that enables product manufacturers to understand all aspects of sustainable product design.
- **Incentives for Improvement:** Manufacturers are rewarded for improvements in their manufacturing operations and processes, for improvements in social and equity achievements as well as for product and company certifications.
- **Evolutionary:** Designed to evolve with refined criteria as the industry reaches higher levels of sustainable design.
- **Integrated Information:** Green Building Pages is web-formatted with cross-linking between product listings, manufacturer’s contact information, case studies, news items, sustainable design professionals and organizations, and product retail sale information.
- **Publicly Accessible:** Green Building Pages is freely and publicly accessible to the professional and consumer markets subsidized by product listing fees.
- **Market Transformation Tool:** Consumers and professionals are encouraged to download and use Green Building Pages criteria and questionnaires in selecting products not listed on Green Building Pages. Product manufacturers can use Green Building Pages Manufacturers’ website to provide company and product information to receive a free sustainability evaluation, without obligation to disclose or publish a product listing.