

Member survey 2021

*Findings based on GBC
data from Sept 2020 to
Sept 2021*



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WORLD
GREEN
BUILDING
COUNCIL

The background image is a wide-angle photograph of a lush green park. In the foreground, a vibrant green lawn slopes upwards from left to right. A paved path curves along the left side of the slope. Several mature trees are scattered across the middle ground, with the sun shining brightly through their leaves, creating a lens flare effect. In the background, a city skyline is visible, dominated by a very tall, modern skyscraper with a distinctive stepped top. Other smaller buildings and a body of water are also visible in the distance. The sky is a clear, bright blue with a few wispy clouds.

Summary

Our network in numbers

Our Network is the world's most influential local-regional-global action network for sustainability in the built environment

72

GBCs

~1,000

staff

US\$ 78.6 mil

revenue

35,200+

members across network
(organisations or individuals)

Global membership & Revenue

Despite challenges in 2020 and 2021, our network has demonstrated great resilience. While some regions have been impacted more, most members are reporting lower than expected impact and steady recovery in terms of members and revenue.

Stabilising membership

- Across most of the network, membership numbers are stabilising, with the reported 6% decline in number of company members being balanced by an equal 6% increase in individual members.

Resilience of Global Revenue

- While the network has seen a 6% decrease in total global revenue from the previous year, this is a lower number than initially anticipated. Numbers of members reporting no change or increase in revenue are broadly equal to those reporting a decrease, based on available data.
- GBCs continue to feel the impact of the pandemic; however, the percentage of GBCs expecting a 10% loss or more has decreased by 25%.
- Support is planned for those regions and members most highly affected to aid recovery and promote resilience.

Global Network impact

The impact of our network remains strong:

- Certifying more space - **4.2 BILLION M2**
- Policy changes in 33 countries impacting **250 MILLION PEOPLE**
- Improving skills of **48,176 PEOPLE**
- **154** Advancing Net Zero signatories



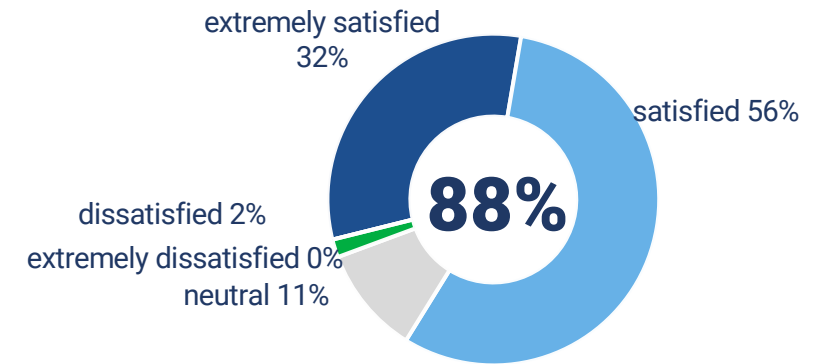
Value and Impact of Being Part of Our Global Network

Your feedback has shown us that what our members value most in being part of our network are resource and information sharing, collaboration and consultation and community.

In the past year, we have put our focus into creating these opportunities; sharing both between WorldGBC and our members and between GBCs, consultation and sharing through our global projects and collaborating to produce high quality work that helps our members strengthen their business.

The results of this year's survey show strong support for our projects, activities and our strategy.

Global satisfaction 2021



GBCs have found that being part of the WorldGBC global network has made it easier for them to adapt and continue to deliver value to their members throughout the pandemic.

GBCs report projects and activities they participate in have a high or very high impact on accelerating green building in their market:

- Advancing Net Zero - **85%**
- Better Places for People - **68%**
- Building Efficiency Accelerator - **78%**

Engagement, community and relationship building through our regional networks has been a highlight.

- **73%** of GBCs rate their Regional Networks 4 or 5 out of 5
- **91%** GBCs agree their regional network helps foster a sense of community and relationship building between GBCs
- **84%** of GBCs agree their regional network helps them engage more strongly in global and/or regional projects
- **77%** of participating GBCs were satisfied with the value being provided by the Established CEO Network

Thank You

I would like to thank all the members who dedicated time to respond to our Member Value Survey.

Your efforts in providing us information and feedback are hugely valuable to us and to our network. It gives us crucial information on the state of the markets and our network, our members' successes and challenges, the vision you see for the future as sustainability leaders and on how we can evolve and make improvements to serve you and increase the value of our work.

This is where our work begins, taking your feedback, insights and suggestions and identifying areas of improvement and growth, areas where we can do more for our members, and do more together.

Your valuable contribution informs our map for the future, our short and long terms plans and helps us to develop, evolve and increase our collaborative efforts to achieving a sustainable built environment for everyone, everywhere.

Cristina Gamboa
CEO
World Green Building Council





WORLD
GREEN
BUILDING
COUNCIL

ABOUT OUR MEMBERS

Green Building Council Members

72

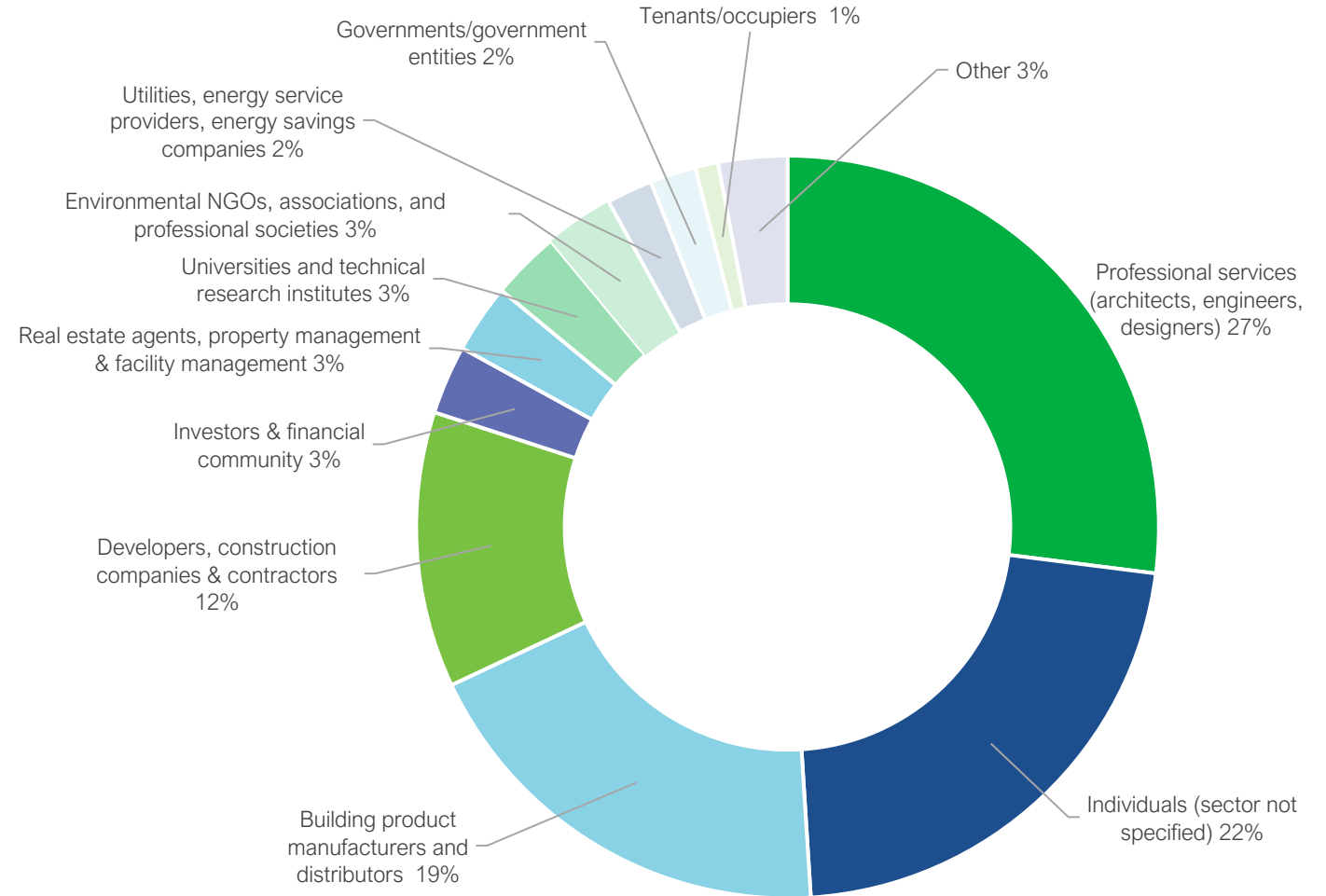
GBCs

Independent, non-profit organisations made up of businesses and organisations in the building and construction industry

~1,000
staff

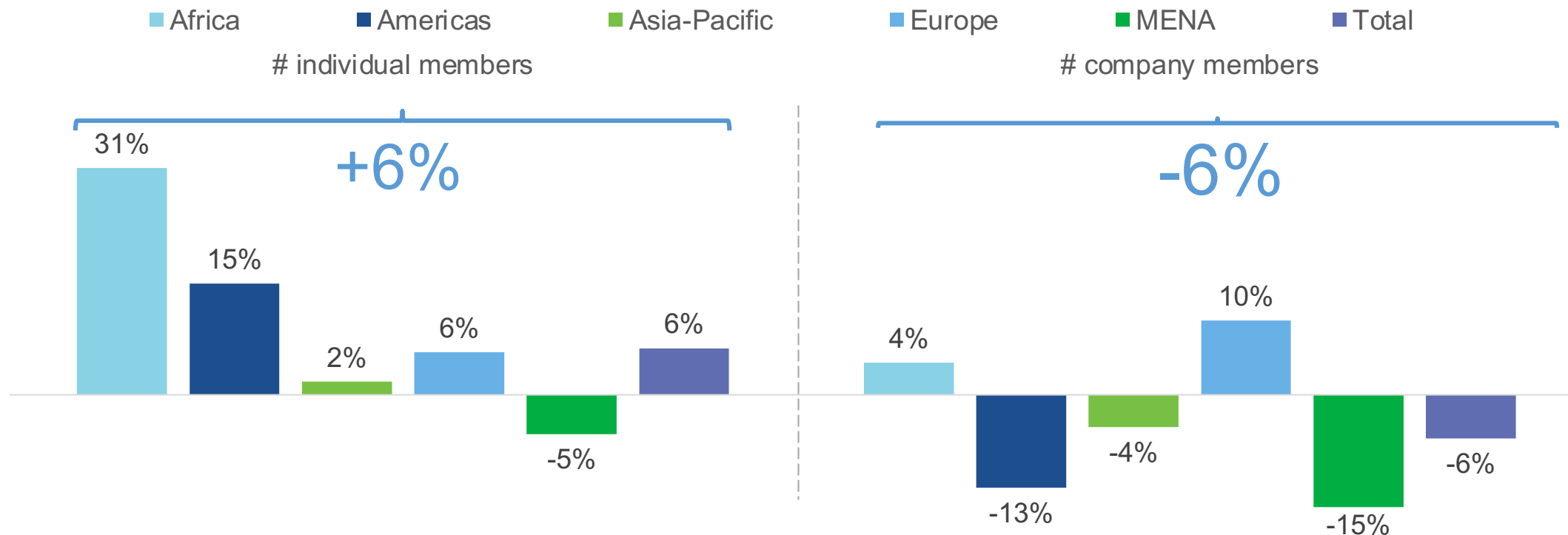
US\$ 78.6 mil
revenue

35,200+
members across network
(organisations or individuals)



Note: some GBCs count academic institutions, NGOs, government, the financial community and professional societies as partners rather than full members.

Number of GBC members by Region percentage change, year on year



| | Individual members | | | Company/institutional members | | |
|--------------|--------------------|--------------|-----------|-------------------------------|--------------|------------|
| | 2021 | 2020 | % change | 2021 | 2020 | % change |
| Africa | 222 | 170 | 31% | 748 | 717 | 4% |
| Americas | 4679 | 4069 | 15% | 10929 | 12493 | -13% |
| Asia-Pacific | 7961 | 7823 | 2% | 4416 | 4616 | -4% |
| Europe | 807 | 763 | 6% | 4942 | 4491 | 10% |
| MENA | 356 | 376 | -5% | 236 | 278 | -15% |
| Total | 14025 | 13201 | 6% | 21271 | 22595 | -6% |

Global Revenue

Total global revenue:

US\$ 78.6 million*

6% decrease from 2019 to 2020*

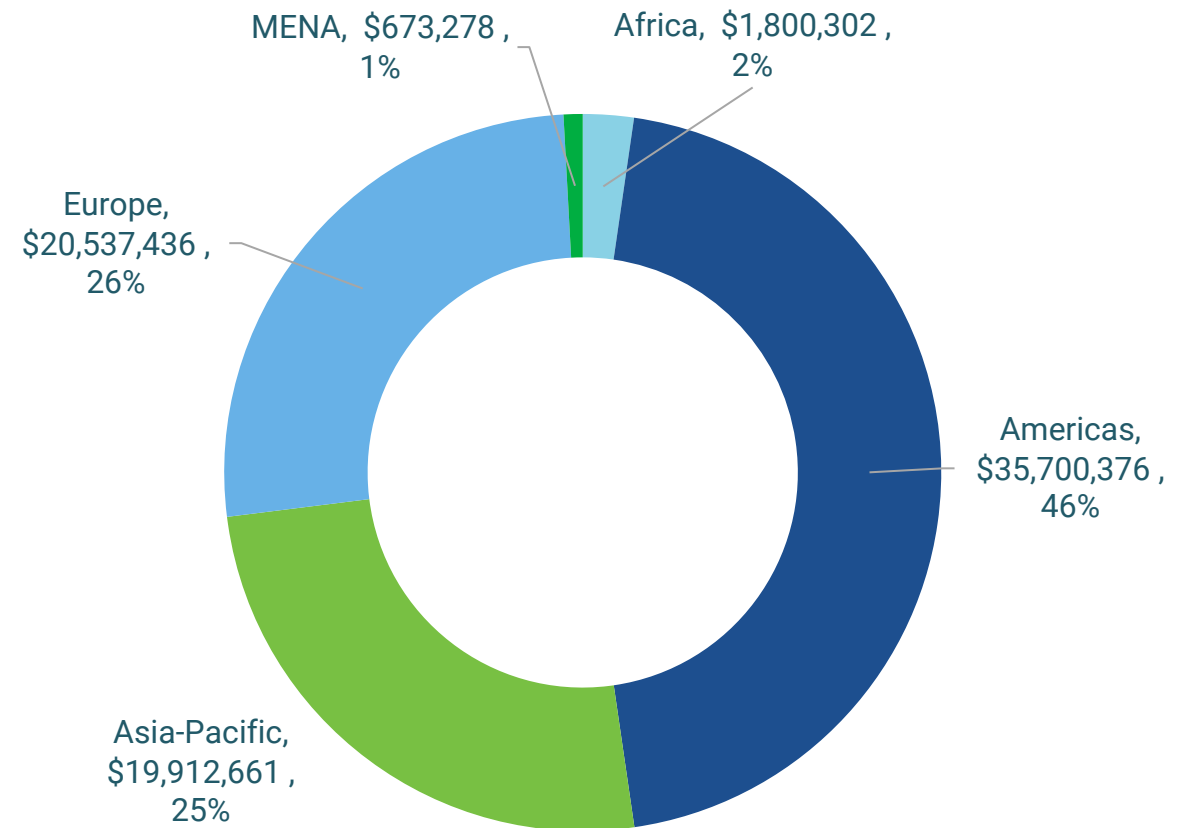
GBC Revenue Increase/Decrease year on year

| Increase | Decrease | No Change | No figures provided |
|------------|------------|-----------|---------------------|
| 34% | 39% | 6% | 21% |

98.7% of revenue is from Established GBCs

Established GBC Revenue Increase/Decrease year on year

| Increase | Decrease | No Change | No figures provided |
|------------|------------|-----------|---------------------|
| 43% | 48% | 5% | 5% |



*Revenue data is based on audited financial reports provided to WorldGBC. This was not asked as part of the MVS. There were 13 GBCs excluded as they had not provided 2020 financial reports at the time of writing: Bolivia GBC, Ghana GBC, Jordan GBC, Kazakhstan GBC, Kuwait GBC, Luxembourg GBC, Namibia GBC, Paraguay GBC, Qatar GBC, Taiwan GBC, Tanzania GBC, Uganda GBC and Venezuela GBC. Year on year revenue is compared in each GBC's own currency, global revenue is measured in \$USD as at 24/11/2021. This means some of the revenue decline at a global level is due to currency fluctuations.

Global revenue increase/decrease by region and membership status

| Region | Revenue \$USD | % of global revenue | % of GBCs in the region with increased revenue from 2019 to 2020 | % of GBCs in the region with decreased revenue 2019 to 2020 | % of GBCs in the region with no change in revenue | Data not available* |
|--------------|---------------|---------------------|------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------|---------------------|
| Africa | \$ 1,800,301 | 2% | 33% | 22% | 0% | 45% |
| Americas | \$ 35,700,376 | 45% | 13% | 56% | 13% | 18% |
| Asia-Pacific | \$ 19,912,661 | 25% | 21% | 50% | 7% | 22% |
| Europe | \$ 20,537,436 | 26% | 61% | 30% | 0% | 9% |
| MENA | \$ 673,277 | 1% | 25% | 25% | 13% | 37% |
| | | | | | | |
| Established | \$ 77,578,889 | 98.67% | 43% | 48% | 5% | 4% |
| Emerging | \$ 371,433 | 0.56% | 22% | 33% | 0% | 45% |
| Prospective | \$ 661,702 | 0.77% | 25% | 25% | 10% | 40% |
| Total | \$ 78,624,053 | 100% | 34% | 39% | 6% | 21% |

*Data was not available for the GBCs where their audited financial reports were not provided to WorldGBC for 2019 or had not been provided for 2020 at 24/11/2021. These are: : Bolivia GBC, Ghana GBC, Jordan GBC, Kazakhstan GBC, Kuwait GBC, Luxembourg GBC, Namibia GBC, Paraguay GBC, Qatar GBC, Taiwan GBC, Tanzania GBC, Uganda GBC and Venezuela GBC.

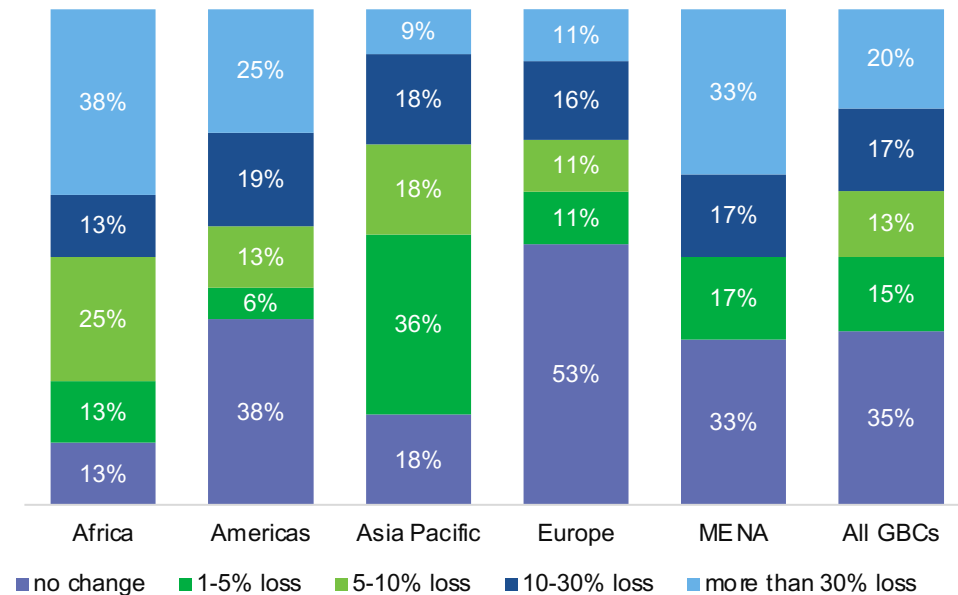
Impact of Covid-19 on GBC Revenue

GBCs continue to feel the impact of the pandemic, however the projected financial impact has decreased.

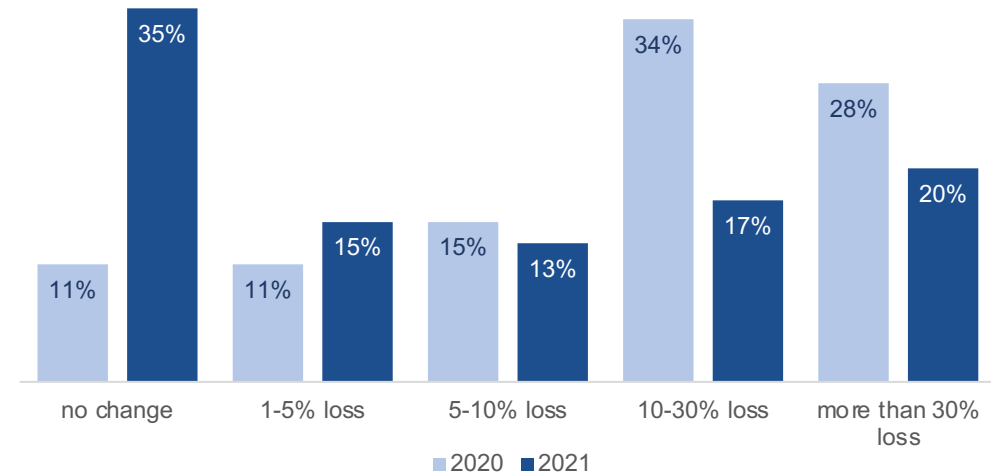
In 2021, 37% of GBCs expected a loss of 10% or more, compared to 62% in 2020.

The largest impacts are being felt in Africa and MENA, where 50% of GBCs expect a loss of more than 10% of their revenue.

Impact on revenue 2020-2021

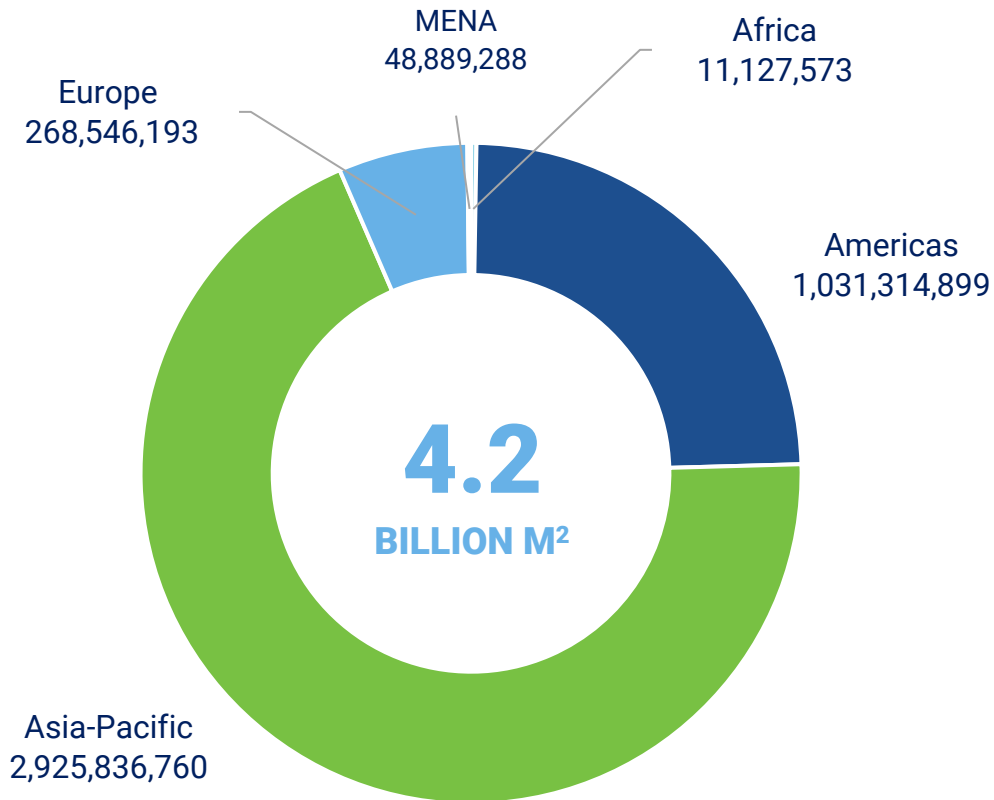


Financial assessment of the current crisis on GBCs' projected revenue for 2020 & 2021



Global Network Impact in Numbers

Green building certified globally by GBCs (accumulated stock)*



*Total stock is higher than this as BREEAM figures are only included for countries where the GBC certifies the buildings (Norway, Netherlands & Sweden). BREEAM certifications in the UK, USA, Spain, Germany, Austria, Switzerland and China are not included.



Certifying more space

4.2
BILLION M²



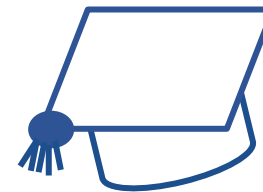
Policy changes
in 33 countries impacting

250
MILLION PEOPLE



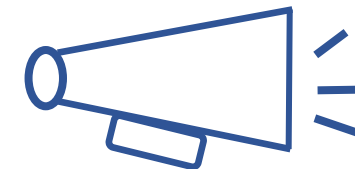
Advancing Net Zero

154
SIGNATORIES



Improving skills

48,176
PEOPLE



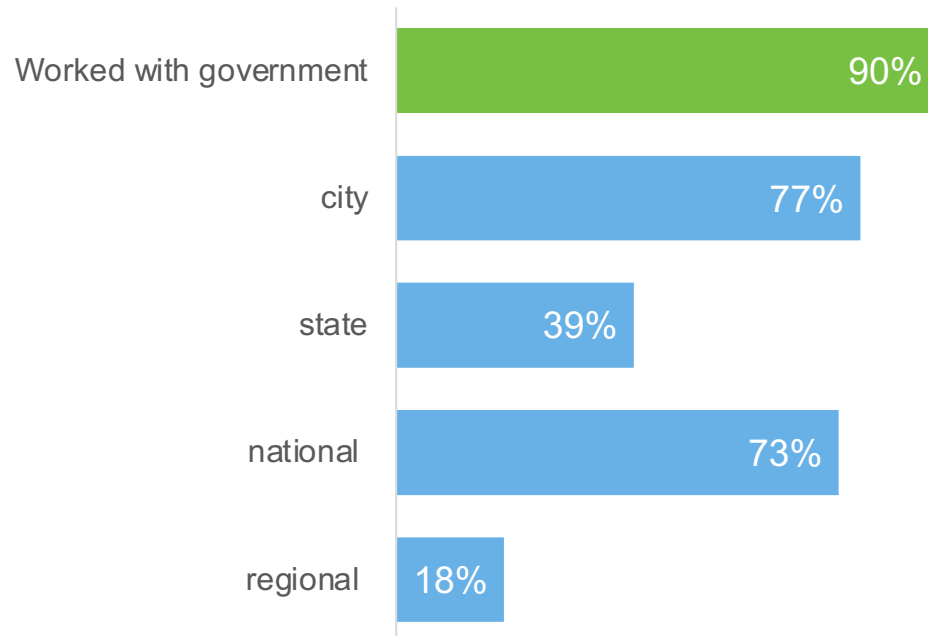
Raising awareness – unique
visitors to GBCs websites

3
MILLION

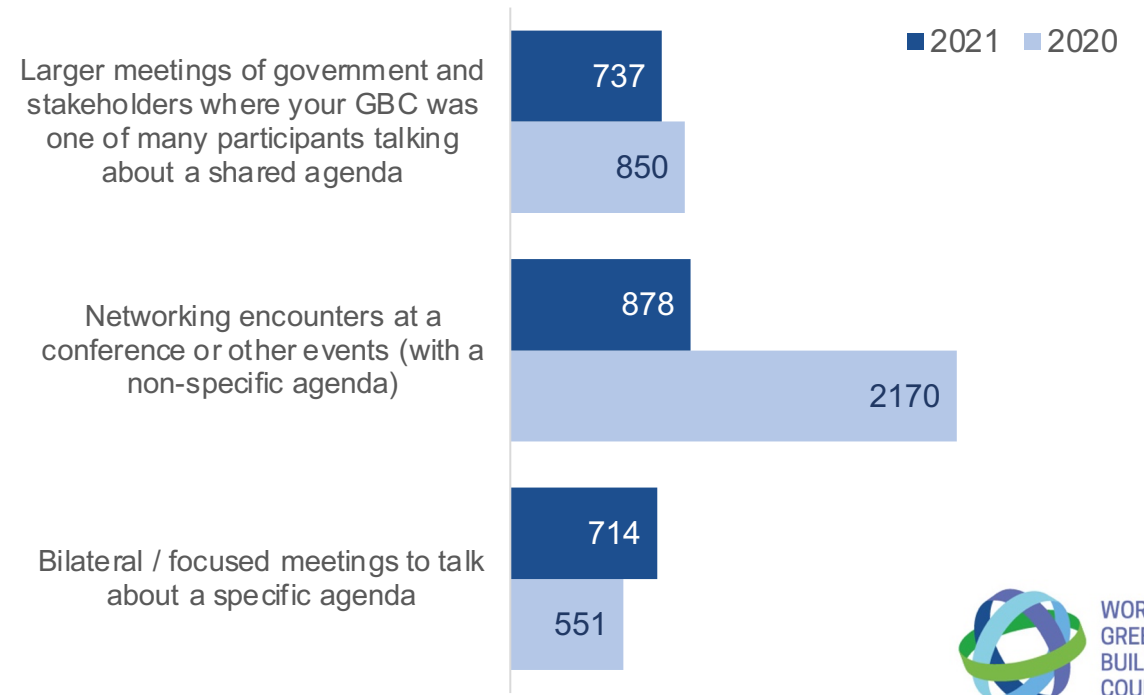
GBC Advocacy

GBCs advocacy efforts have continued globally at all levels of government despite a 74% decrease in networking events and a 23% decrease in larger meetings. This progress has resulted in **policy changes in 33 countries** (up from 27 in 2020), **impacting 250+ million people.**

In the last year, GBCs have been working with all levels of government



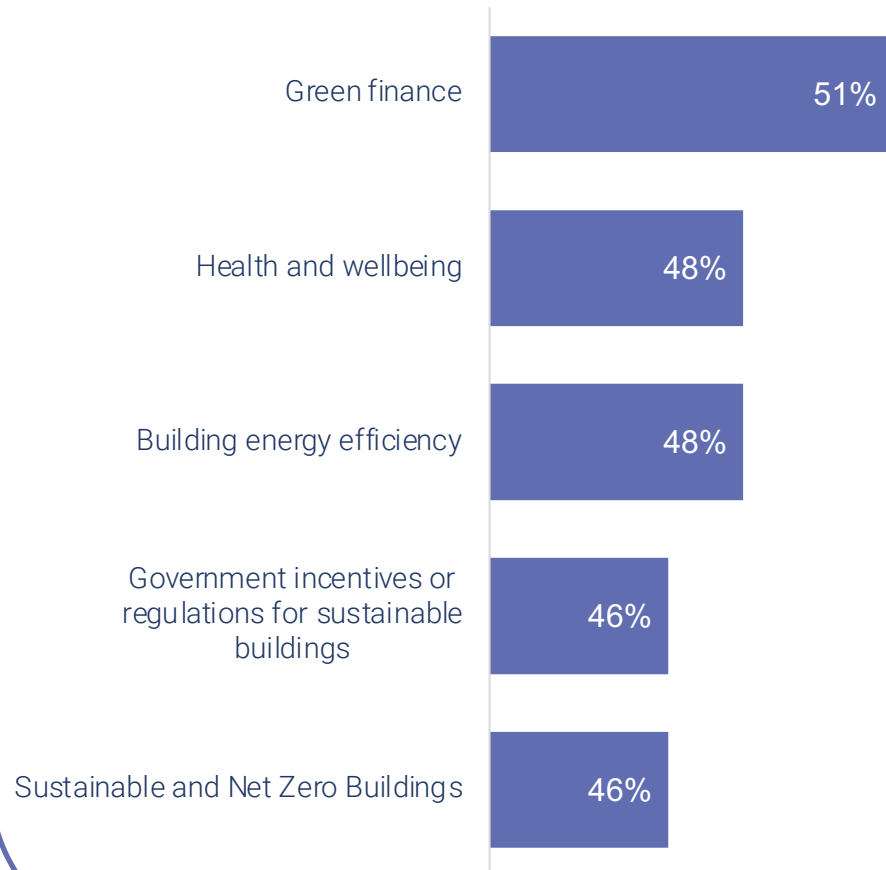
Number of meetings with government



Top 5 trends GBCs see in green building

All GBCs

■ % of GBCs listing this in their Top 5



N=60 GBCs

Africa Regional Network

1. Green finance
2. Green affordable / social housing
3. Government incentives or regulations for sustainable buildings
4. Building energy efficiency
5. Health and wellbeing

Asia Pacific Regional Network

1. Health and wellbeing
2. Building energy efficiency
3. Sustainable and Net Zero Buildings
4. Digitalisation & technology
5. Net zero carbon in operations

Americas Regional Network

1. Health and wellbeing
2. Green finance
3. Government incentives or regulations for sustainable buildings
4. Sustainable and Net Zero Buildings
5. Building energy efficiency

European Regional Network

1. Circular solutions for buildings and materials
2. Green finance
3. Building refurbishment
4. Government incentives or regulations for sustainable buildings
5. Building energy efficiency

Middle East and North Africa

1. Water efficiency and conservation
2. Sustainable and Net Zero Buildings
3. Green affordable / social housing
4. Building energy efficiency
5. Circular solutions for buildings and materials

Value and Impact of WorldGBC & being part of our Global Network

Value of Being Part of Our Global Network

The global network has worked together over the last year, with the sharing of resources between WorldGBC and GBCs, as well as between GBCs, seen as the biggest benefit.

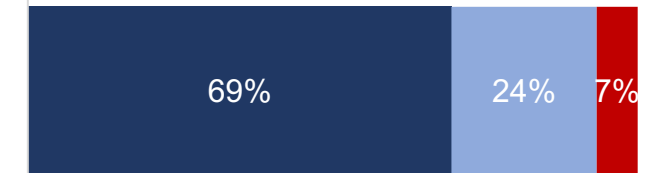
Asia Pacific and Africa reported the highest levels of benefits from the global network.

GBCs have found that being part of the WorldGBC global network has made it easier for them GBC to adapt and continue to deliver value to their members throughout the pandemic.

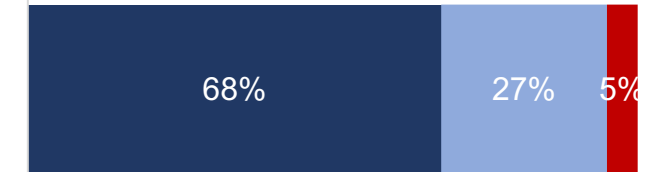
Benefits of WorldGBC's global network during the pandemic

■ Agree ■ Netural ■ Disagree

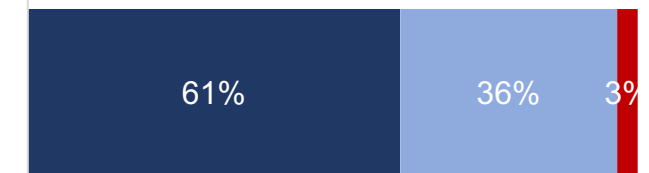
Sharing resources between WorldGBC and GBCs, and also between GBCs, via Basecamp has been beneficial.



WorldGBC's resources and thought leadership, all developed for GBCs, have become more relevant to our work.

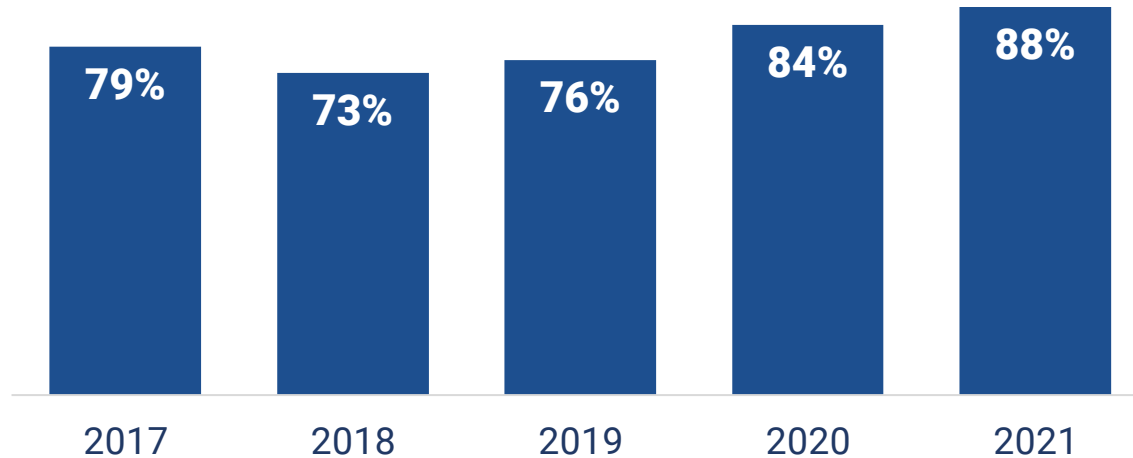


Being part of the WorldGBC global network has made it easier for our GBC to adapt and continue to deliver value to our members throughout the pandemic.



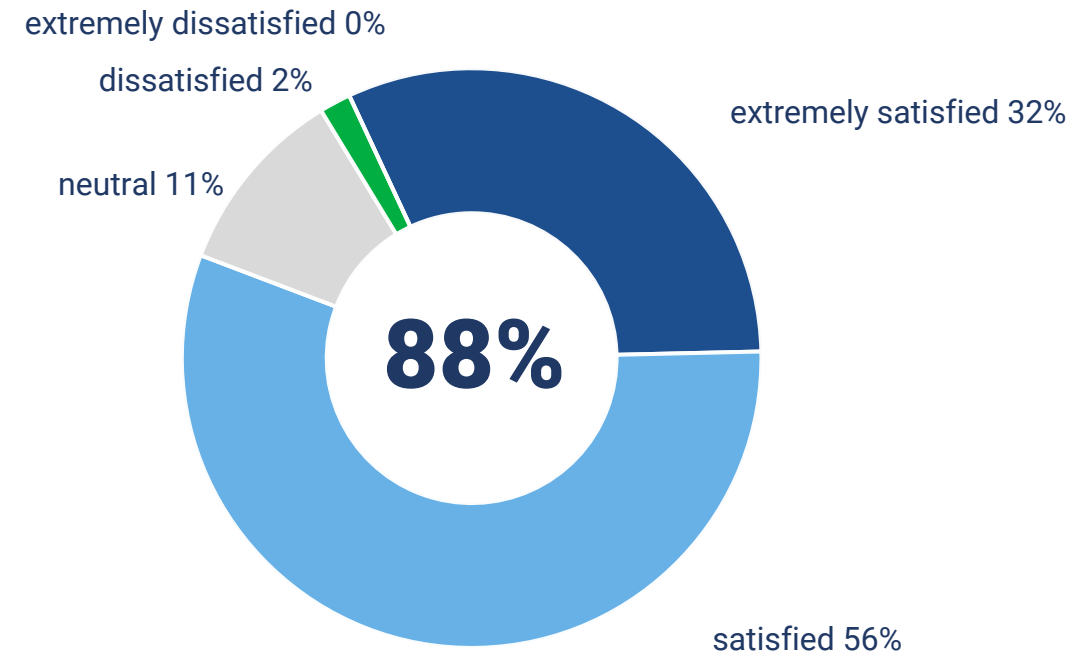
Value of Being a WorldGBC Member

Overall satisfaction with WorldGBC



Satisfaction with WorldGBC has continued to increase and dissatisfaction has decreased.

Global 2021

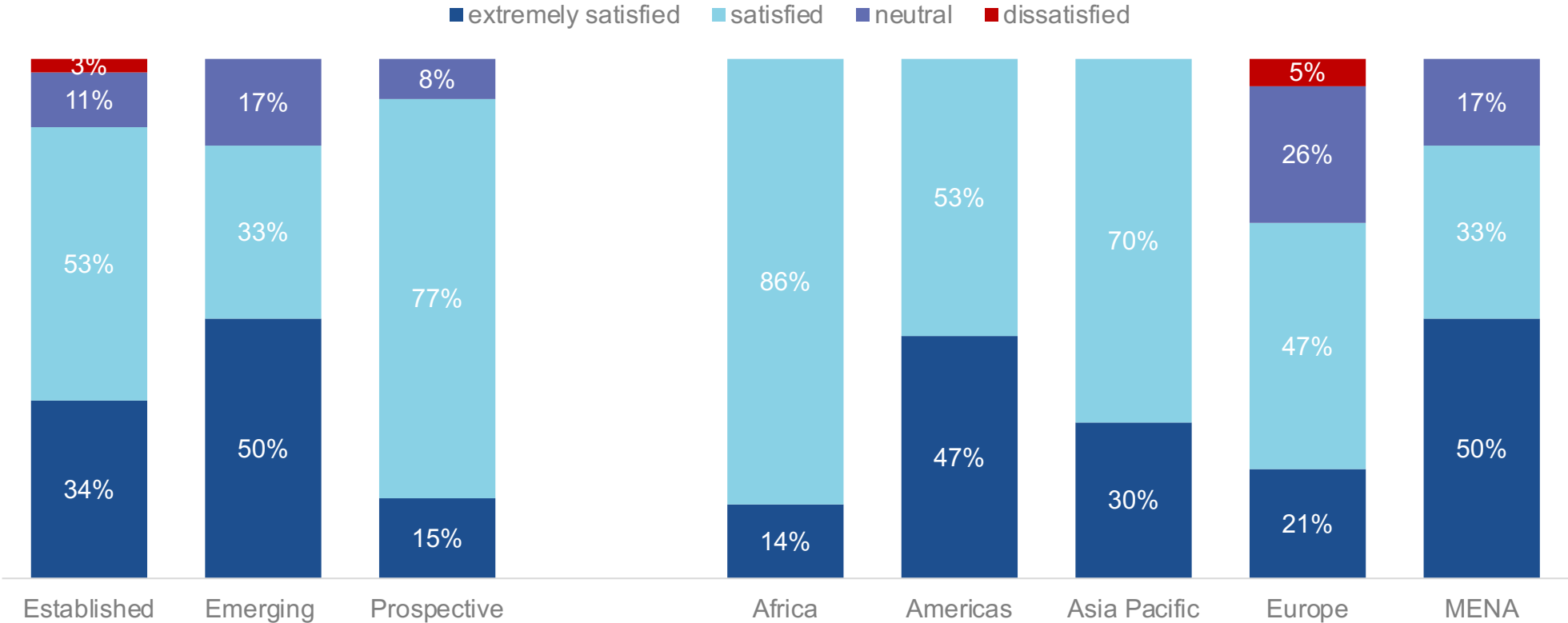


Q. Considering all of the above activities, please rate your overall satisfaction with the value of being a member of WorldGBC.

Value of being a WorldGBC member by membership status & region

The Americas were the most satisfied, followed by Asia Pacific

All members were satisfied with the value of being a WorldGBC member, except one GBC.



Q. Considering all of the above activities, please rate your overall satisfaction with the value of being a member of WorldGBC.

WorldGBC strategy

Sustainable Buildings for Everyone, Everywhere

90% of GBCs have taken steps to align with the WorldGBC's strategy of Sustainable Buildings for Everyone, Everywhere, or intend to do so in the year ahead.

There is strong support for WorldGBC's strategy and goals

- **54%** of GBCs have aligned their communication, training and/or rating tools with the Impact Areas (Climate Action, Health and Wellbeing, Resources and Circularity)
- **50%** of GBCs' have opted into the global projects such as Better Places for People, Advancing Net Zero, Resources and Circularity
- **31%** of GBCs have uploaded WorldGBC graphics onto their website as a public display of support

Other actions taken include promoting the strategy via social media, uploading WorldGBC graphics into presentations and redesigning strategies





WorldGBC Projects and Activities

WorldGBC projects – value and impact

GBCs were asked to rate the value of WorldGBC projects and activities. They were given seven options:

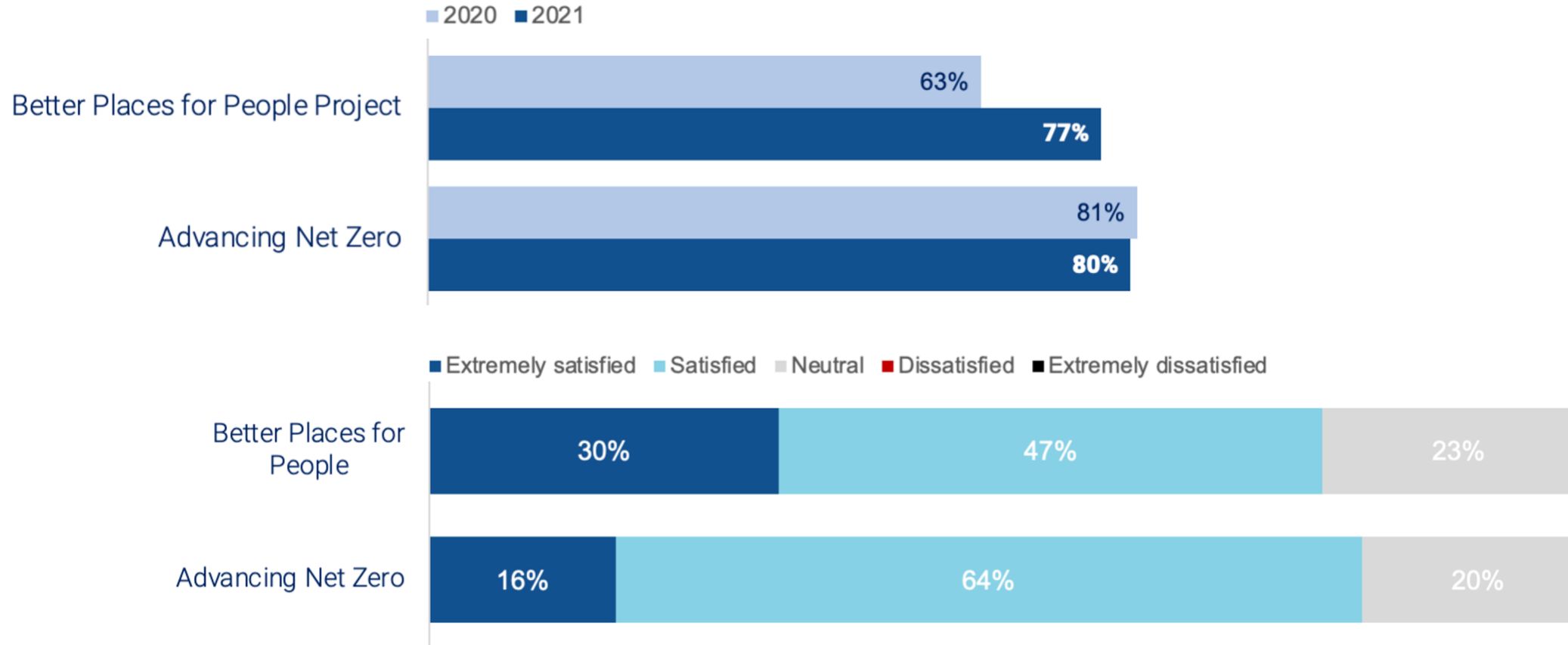
- 1. extremely satisfied*
- 2. satisfied*
- 3. neutral*
- 4. dissatisfied*
- 5. extremely dissatisfied*
- 6. not aware of the project*
- 7. aware of the project but did not engage*

Satisfaction and impact are measured among GBCs that WorldGBC has listed as participating in the projects for the Better Places for People project, the Advancing Net Zero project, the Building Efficiency Accelerator and the CEO Network. For the EU Policy work, only European GBCs were included. For all other activities, satisfaction and impact analysis figures are based upon self reporting of engagement, that is, GBCs that participated in the 2021 MVS and did not select “did not know about it” or “knew about it but did not engage”.

For the regional analysis, only GBCs in each region were included.

WorldGBC Global Projects

Satisfaction with value received



Q. How satisfied are you with the value received from the following WorldGBC activities and projects?

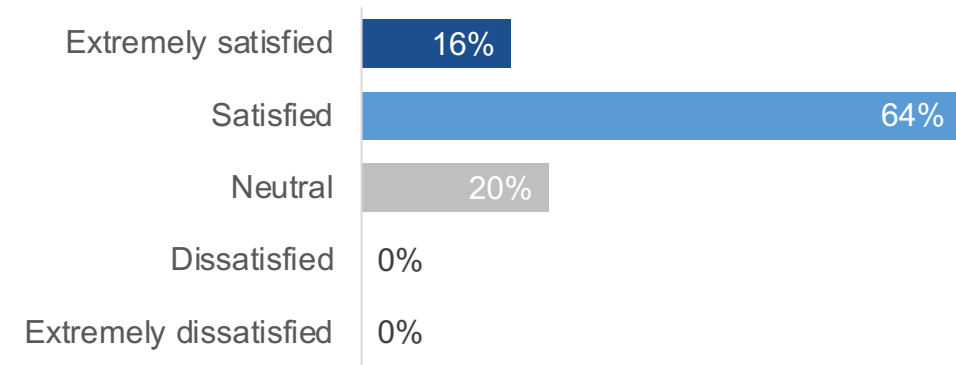
WorldGBC Global Projects



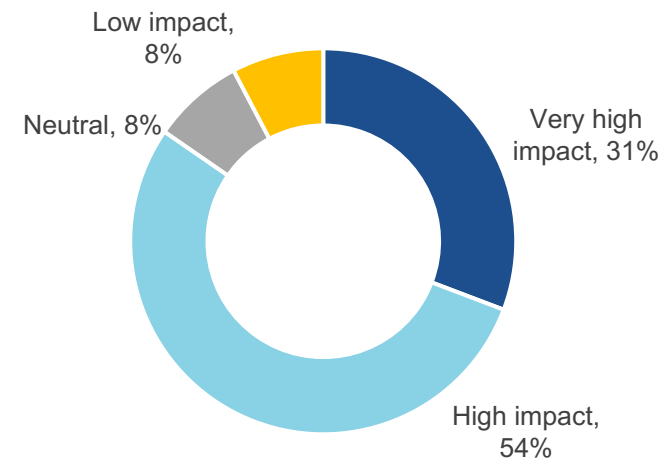
Global project which aims to promote and support the acceleration of net zero carbon buildings to 100% by 2050.

- **80%** of GBCs participating in Advancing Net Zero project are satisfied with the value being delivered by the project
- **85%** of GBCs participating in the Advancing Net Zero project said it had a high or very high impact on accelerating green building in their market

Value



Impact in your market



How GBCs increased their impact through Advancing Net Zero

Actively recruited partners to align with the Advancing Net Zero Buildings Commitment/Doubled signatories in some countries

Launched a rating system for Net Zero Energy Buildings

Increased the percentage of building stock aiming for Net Zero by 2030

Advocating - government agencies, corporation and building owners

As a resource to assist in changing the conversation at a government level from minimum compliance to net zero

Accessed funding for current projects, such as ANZ

Collaborated with other GBCs

Incorporate the ANZ vision into the National Carbon Footprint Strategy

Became the spokesperson for carbon neutrality, circular economy and implementation of the SDGs in the construction sector

Q. What have you done with the projects and their resources in the last 12 months? Please provide examples of how you have used the information to grow your organisation or impact.

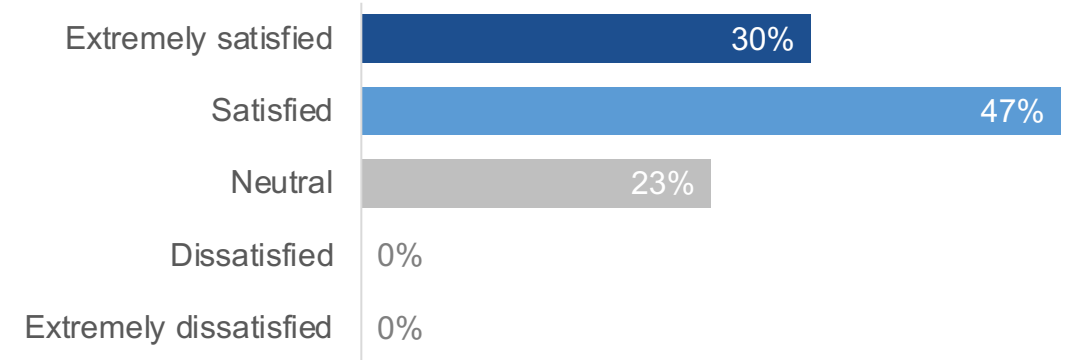
WorldGBC Global Projects



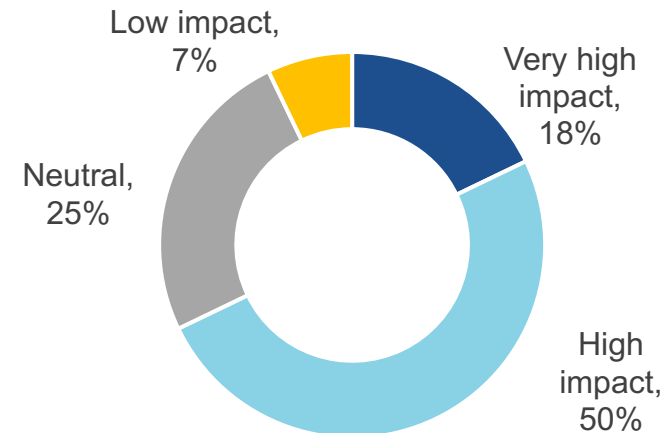
Global project which aims to support GBCs and their members to increase the demand and supply of green buildings that are supportive of the health, wellbeing and productivity of the people within them.

- **77%** of GBCs participating in the Better Places are satisfied with the value being delivered by the project
- **68%** of GBCs participating in the Better Places for People project said it had a very high or high impact on accelerating green building in their market

Value



Impact in your market



How GBCs increased their impact through Better Places for People



Air quality data from RESET has helped in advising some institutions on how to design and build with health and wellbeing at the forefront

Translated BPPF's Health & Wellbeing Framework into Italian and presented it in a dedicated seminar

Started the development of the + SafeBuilding Label for Healthy buildings

Created Training and a rating tool considering some BPPF Principles

Held an air quality webinar in collaboration with the ministry of environment and the WorldGBC

Conducted a detailed IAQ study for schools in the UAE

Joined the campaign under "Better Places for People Project", "Plant a Sensor" and deployed the air quality monitor at the GBC's office building

Adopted the framework of Better Places for People Project for further studies

The six principles of the Health and wellbeing framework has been very useful in the training of some young professionals

Regular interaction & knowledge exchange with various GBCs and international stakeholders on aspects of healthy buildings

Q. What have you done with the projects and their resources in the last 12 months? Please provide examples of how you have used the information to grow your organisation or impact.



WorldGBC Activities and Projects



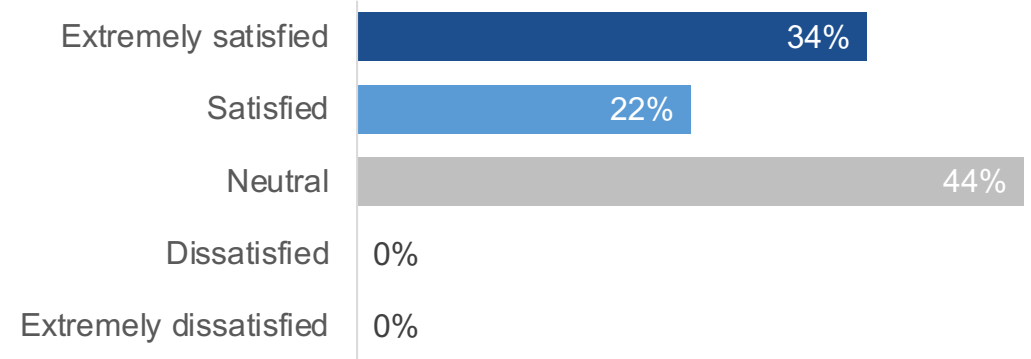
WorldGBC Activities and Projects



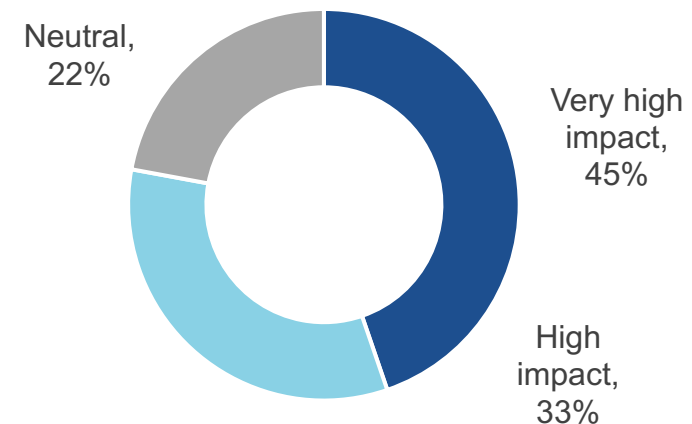
The Building Efficiency Accelerator (BEA) is a public-private collaboration that speeds the development and implementation of building efficiency policies and practices in cities around the world

- **56%** of GBCs engaged with the Building Efficiency Accelerator are satisfied with the value being delivered by the project
- **78%** of GBCs engaged with the Building Efficiency Accelerator project said it had a high or very high impact on accelerating green building in their market

Value



Impact in your market



Sample: 9 GBCs participating in the BEA completed the 2021 MVS. This includes two GBCs participating/organizing or presenting in BEA Workshops, webinars, and events.



How GBCs increased their impact through the BEA

Promoting BEA at the new administration of the Municipalities through workshops, webinars; with information shared in Basecamp

Incorporates new municipalities as part of the BEA

Created the opportunity for stakeholders to connect with decision and policy makers

Promoted BEA in Panama City municipality

Stakeholder workshops

Plan to engage stakeholders and decision makers in the upcoming roadmap process

Worked with Ramallah municipality to get engaged with BEA

Q. What have you done with the projects and their resources in the last 12 months? Please provide examples of how you have used the information to grow your organisation or impact.

How GBCs increased their impact through Circular Economy

Created a dedicated research Working Group for Embodied Carbon

Series of Webinars (Educational) Support for Architects and Developers about Green Buildings

Becoming the spokesperson for carbon neutrality, circular economy and implementation of the SDGs in the construction sector

Strengthened local advocacy efforts with messaging that green building is a global movement & we can learn from global best practices

Following the Program advances (but not yet fully involved)

Q. What have you done with the projects and their resources in the last 12 months? Please provide examples of how you have used the information to grow your organisation or impact.

WorldGBC Projects and Activities - Value

| | 2021 Satisfied | 2020 satisfied | # GBCs in the sample 2021 | # GBCs in the sample 2020 | % point change |
|----------------------------------|----------------|----------------|---------------------------|---------------------------|----------------|
| Value of WorldGBC overall | 88% | 84% | 57 | 51 | 3% |
| Better Places for People Project | 77% | 63% | 28 | 28 | 14% |
| Advancing Net Zero | 80% | 81% | 28 | 24 | -1% |
| Building Efficiency Accelerator* | 56% | 57% | 9 | 7 | -1%* |

* Caution – small base

Q. How satisfied are you with the value received from the following WorldGBC activities and projects?

How GBCs make use of Projects and Resources

Building team capacity

Strengthening advocacy work

Educational events/training
programs and materials

Communications and marketing
materials

Delivering value to members
through projects

Proposals

Supporting supporting GBC's
national priorities and focus areas

Some GBCs also spoke of wanting
to get more involved

Q. What have you done with the projects and their resources in the last 12 months? Please provide examples of how you have used the information to grow your organisation or impact.



WorldGBC Networks and Regions

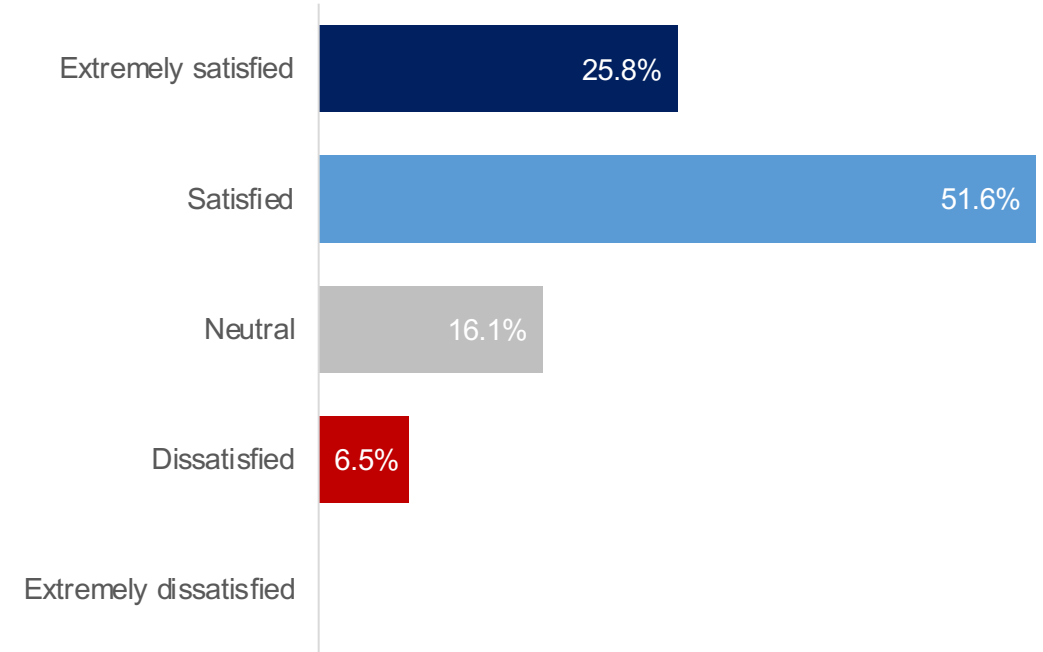
WorldGBC Established CEO Network

The CEO Network is open to CEOs of Established GBCs

- **77%** of participating GBCs were satisfied with the value being provided by the Established CEO (similar to the 78% in 2020)
- **32** Established GBCs participated in at least one CEO Network meeting

Satisfaction with the Network is measured among GBCs that participated in at least one Network meeting in 2021. 31 GBCs participating in the Established CEO Network completed the 2021 MVS.

Value



Q. How satisfied are you with the value received from the following WorldGBC activities and projects?

Regional Networks Feedback

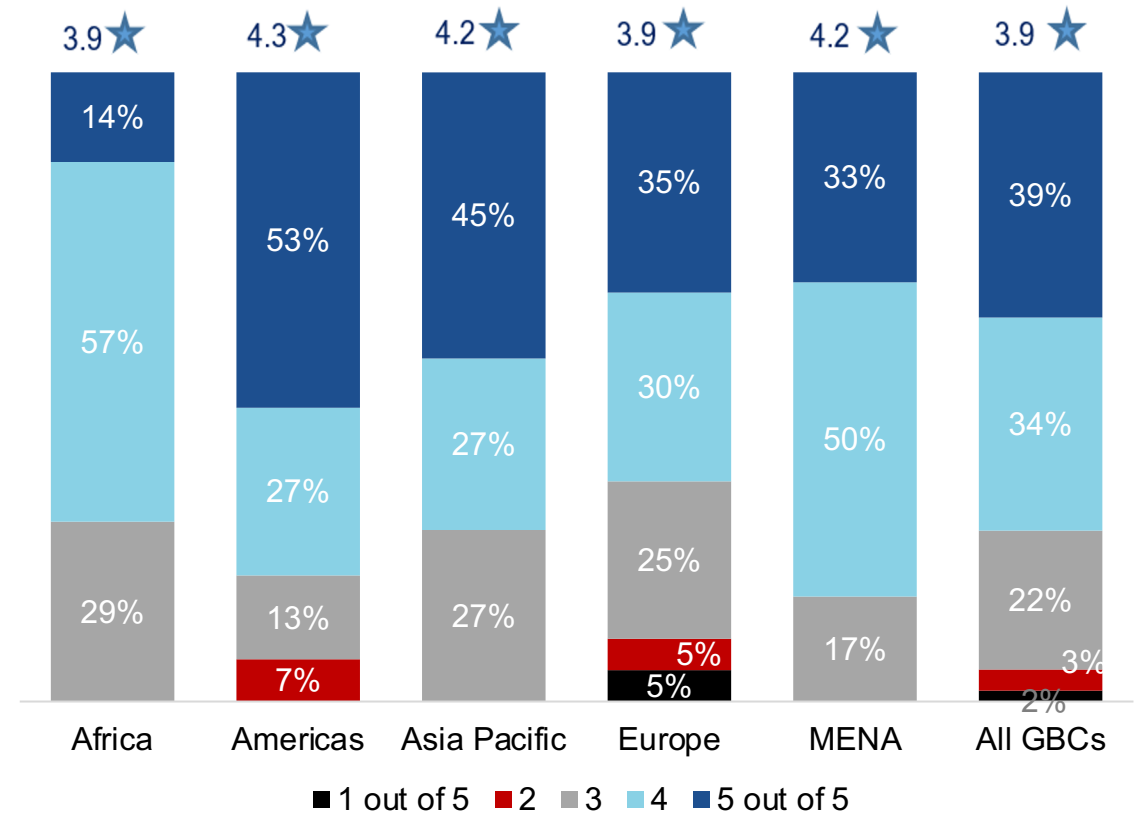
73% of GBCs rate their Regional Networks 4 or 5 out of 5. The average rating was 3.9 out of 5

91% GBCs agree their regional network helps foster a sense of community and relationship building between GBCs

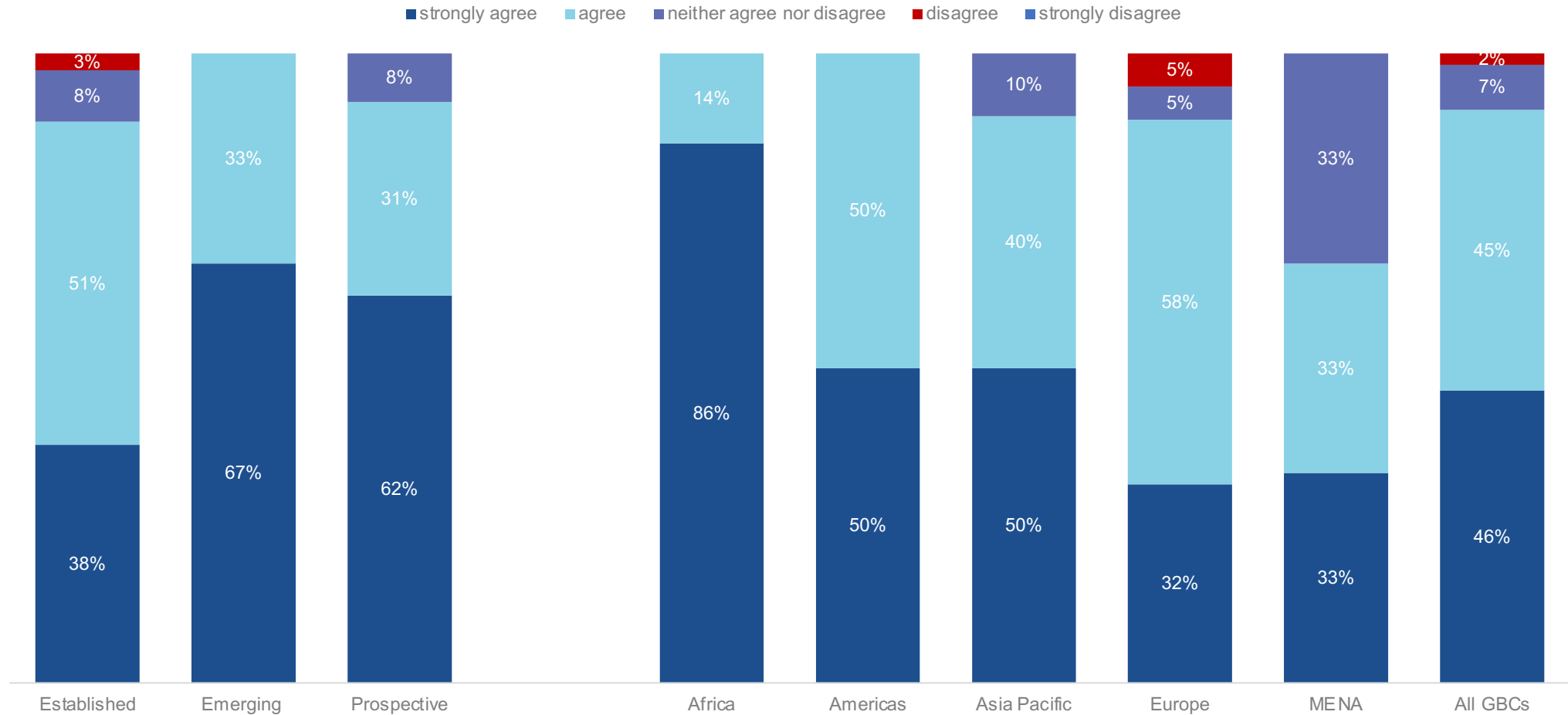
84% of GBCs agree their regional network helps them engage more strongly in global and/or regional projects led by WorldGBC

81% of GBCs agree their regional network creates opportunities to access more resources to deliver on their mission

70% are satisfied with the consultation process that WorldGBC uses as global and regional projects progress

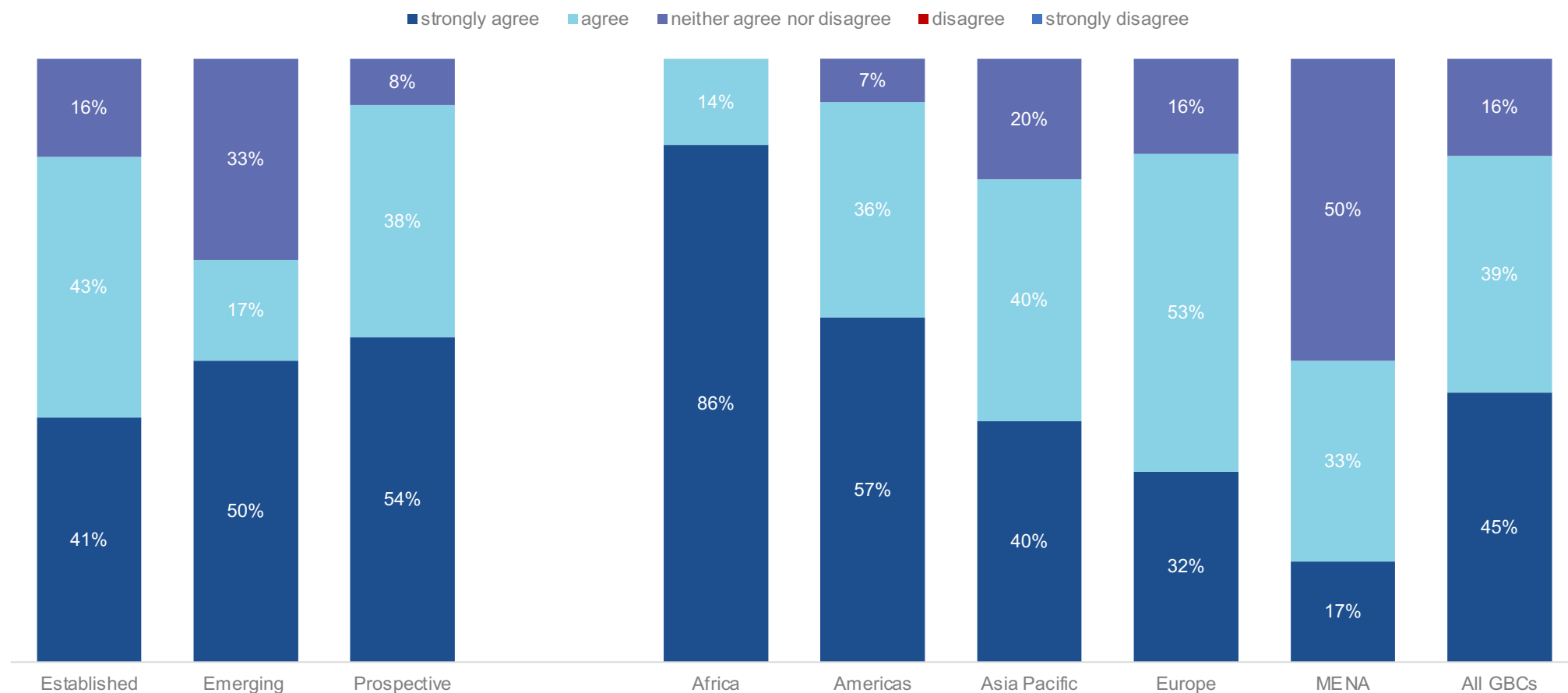


Regional Networks: fostering community



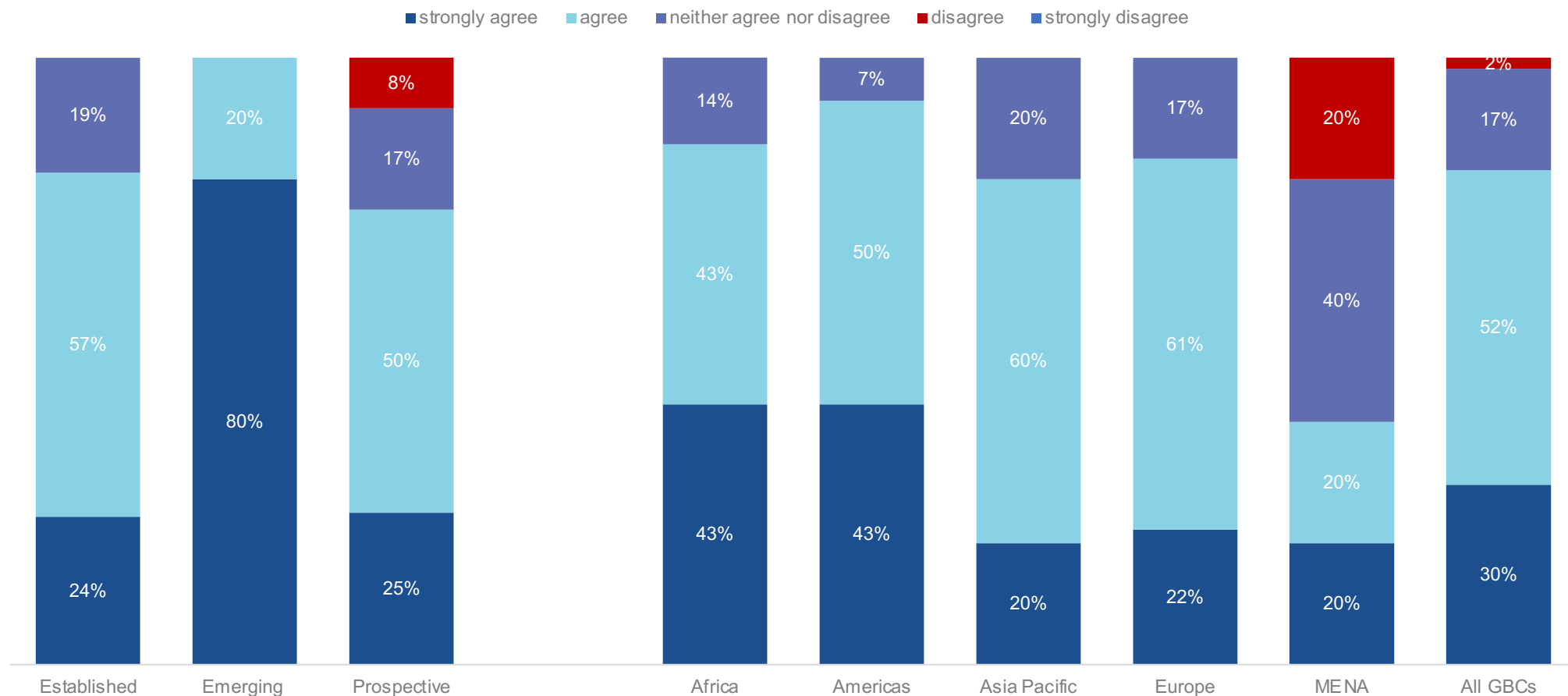
Q. Does your regional network help foster a sense of community and relationship building between GBCs?

Regional Networks: promoting engagement



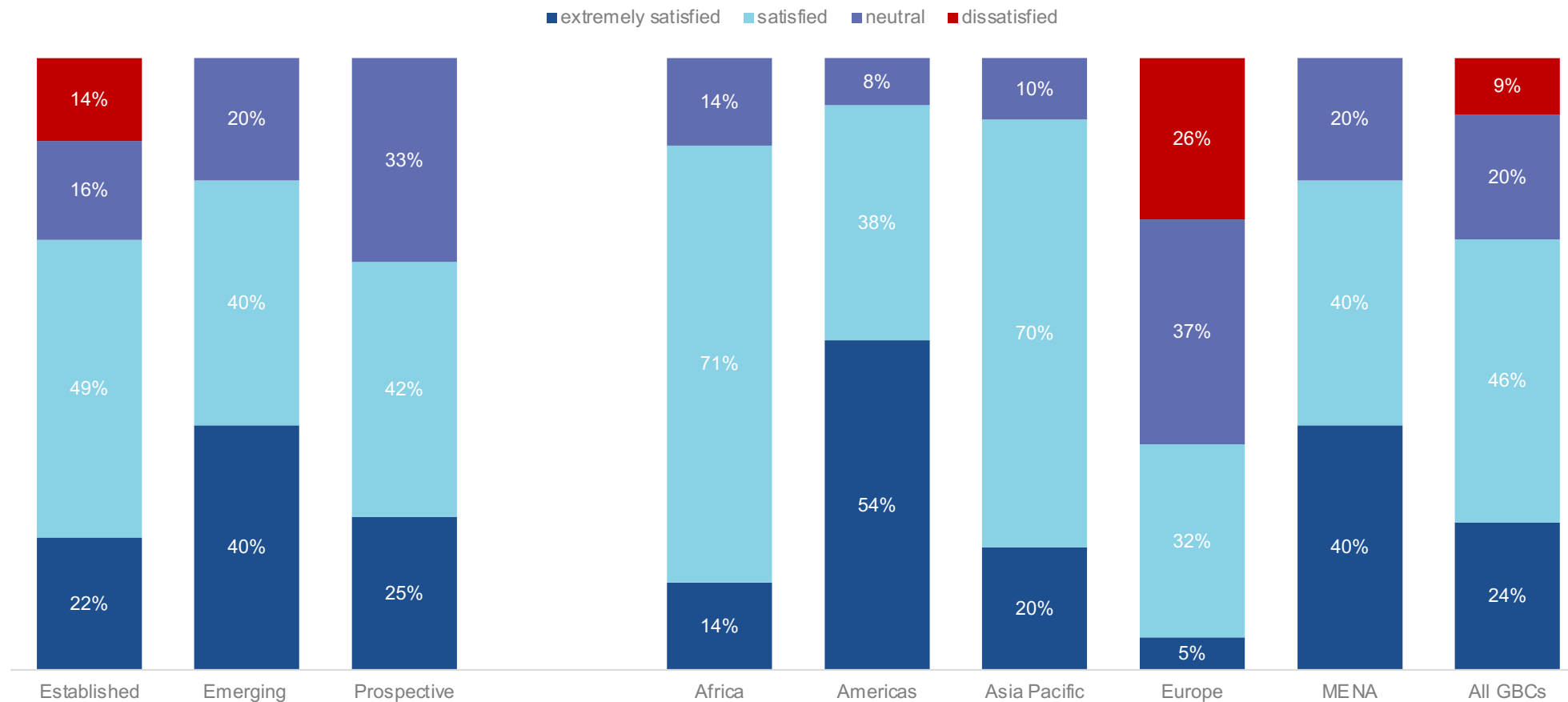
Q. Our Regional Network is a useful vehicle for GBCs to collaborate around global or regional projects. Does your regional network help you engage more strongly in global and/or regional projects led by WorldGBC?

Regional Networks: creating opportunities



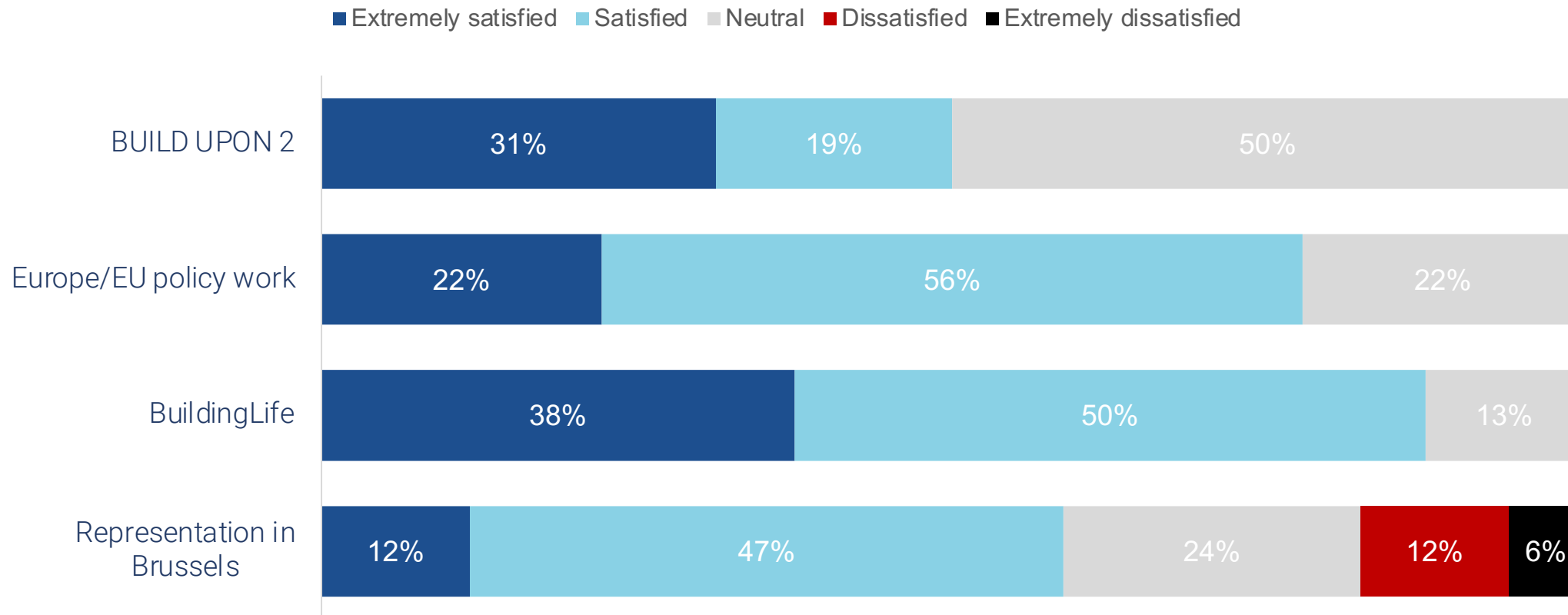
Q. Does your regional network create opportunities to access more resources to deliver on your mission?

Project consultation process



Q. How satisfied are you with the consultation process that WorldGBC uses as global and regional projects progress?

Satisfaction withing the Europe Regional Network



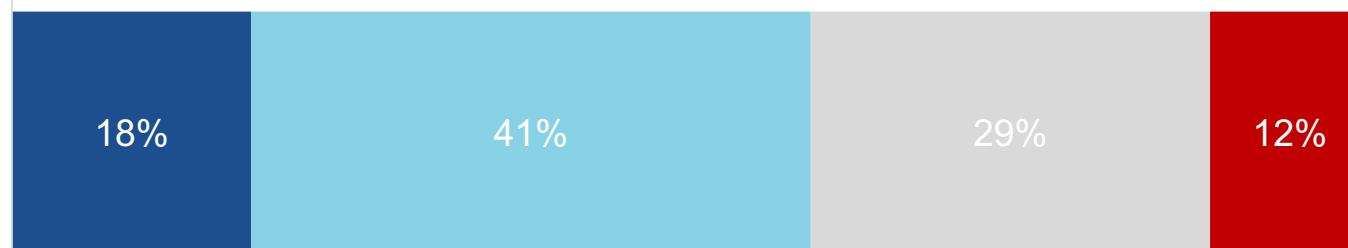
Q. How satisfied are you with the value received from the following WorldGBC European regional activities and projects?

Sample: 17 GBCs from Europe who knew about the activities and were engaged

Representation in Europe

■ Extremely satisfied ■ Satisfied ■ Neutral ■ Dissatisfied ■ Extremely dissatisfied

WorldGBC's representation of GBCs with the European Commission and other relevant European stakeholders



Representation in Brussels



*Q. How satisfied are you with the value received from the following WorldGBC European regional activities and projects?
How do you rate the quality and effectiveness of WorldGBC's representation of GBCs with the European Commission and other relevant European stakeholders?*

Sample: 17 GBCs from Europe who knew about the activities and were engaged

Europe Regional Network: suggested actions

WorldGBC should work to be a point of contact, a link to establish direct communications between EC, MS and GBCs

For surveys, have GBC's email addresses as the return address to ensure local GBCs are the point of contact – opening up opportunities for members to connect with GBCs

Better monitoring the EU and the EU-taxonomy

Take members, and all the work made by them in the past, into account

Improve representation in Brussels and EU

Q. What actionable suggestions do you have for WorldGBC to improve in this area? (That is, in representation at a regional level)

Sample: 17 GBCs from Europe who knew about the activities and were engaged

GBCs' achievements

Cameroon

Obtaining, installing and monitoring air quality through RESET, thanks to donation of air quality monitors from Tongdy via World GBC. 2) Training of 20 professionals for third party verification and certification of sustainable buildings, with 03 becoming IFC EDGE Experts 3) Succeeding in bringing the government on board as patron, during the celebration of World Green Building Week 2020. 4) Succeeding in delivering an IFC EDGE discovery workshop for the population of Cameroon 5) Successfully organising three advocacy webinars on; 5.1) Acquainting Cameroonians on Green Building Notions 5.2) Health and Wellbeing within the built environment 5.3) Advancing Net Zero

Kenya

Managed to get the most number of people to attend our events virtually. Increased our premium member base and number of programs.

Mauritius

Advocacy to include green buildings in a local climate change mitigation and adaptation fund. Developing 2 action-oriented projects; regeneration of a canal along two cities and the production of a sustainable home construction booklet

Rwanda

Cooling Rwanda project - Million Cool Roofs Challenge; 16,000 sq m of roofs (Hospital, School and Buses) were covered by Made in Rwanda Solar reflective paints- Part of the Rwanda Green Building Minimum Compliance System. The temperature drops between 2-3 Degrees Celsius.

South Africa

Reconnecting with members to demonstrate our relevance. Increased Marketing presence. All training converted to virtual - online and on-demand. Bespoke training offering. Bulk certification offers. Connecting with other GBCs. Financials in the positive.

GBCs' achievements

Canada - Advocacy efforts were reflected in the federal government's climate change policy and funding for green building projects - especially for low-carbon retrofits and workforce training. Our Canada's Green Building Engine report showed how progressive policies and investment in green building could help Canada reach its 2030 carbon targets and put Canadians and the economy back to work post pandemic. The green building sector's potential for re-igniting the economy was reflected in government announcements, including a \$2 billion investment from the Canada Infrastructure Bank to advance building retrofits in the commercial and public sectors; updates to the Greening Government Strategy that prioritized zero carbon in government-owned and leased buildings; and, updates to the Climate Action Plan which included significant investments in the low-carbon economy. Pared with the v2 release of our Zero Carbon Building Standard which provides pathways for more buildings to reach zero, we've successfully demonstrated that investment in zero carbon building provides an economic benefit that will also help Canada deliver on its climate commitments.

United States - USGBC biggest achievement is the COVID response and LEED Safety First pilot credit release. These pilot credits are being used in more than 100 building projects to date to help with building re-entry during the pandemic.

Bolivia - Keeping afloat and membership engagement – Argentina. Approval of Local Regulations

Colombia - Being selected as a local implementation partner for the project Net Zero Carbon Buildings Accelerator by WRI with only one other country in the world (Turkey). Currently implementing the two year project in partnership with the Ministry of Environment, the Ministry of Housing, the National Department of Planning and the National Construction Association.

Brazil - 28% growth in terms of project registration - Almost 10.000 conference attendees from 36 countries in our Annual Conference - New Strategic Plan approval - Residential sector reinforcement through a special Program of health and wellbeing. - GBC supported State Government of Paraná for getting 6 million dollars from Grant to transform 208 public buildings into Zero Energy

Chile - Chile Green Building Council is an organization that has a relevant technical component. In 2020 we were able to strengthen our training area by increasing the number of professionals who attended our workshops and courses and generating new content. Additionally, we were able to retain our partners and add the first municipality of Chile to the BEA.

Uruguay - Co-organized an edge expert course.

Venezuela - Relaunch the Council in the pandemic times.

Argentina - Keeping afloat and membership engagement



GBCs' achievements

El Salvador - The change of the methodology of carrying out activities virtually it makes it much easier for our members. It has helped to digitize the participation platforms and reach new members.

Guatemala - Maintain our majority of members. Development of a local Technical Guide for Green Buildings and Upgrade our certification Tool CASA Guatemala –

Mexico - the renewal of all the staff and a new organization and relationship for all our members

Panama - Reorganizing the GBC after the pandemia halt. Updating the website. Revamped a Social program

Paraguay - La creacion de una normativa local de Construccion Sostenible, Conseguir reduccion de Impuesto en el Municipio

Peru - Launch of the National Sustainable Technical Code for Construction, version 2 (effective on 2022, mandatory for all new public projects as well as social housing projects). Developed and launched in collaboration with the National Secretary of Housing, Construction and Sanitation. Updated ordinances for several municipalities in the capital, Lima, as well as other cities in the country and several municipalities in the country. Sustainable building promotion ordinances, some of which event offer tax incentives, between other incentives. Launch of the first university Diploma. Developed in collaboration with the UCAL

(University of Sciences and Arts of Latin America) Relaunch of Peru GBC brand (new logo, image, and purpose). Competition of 2021-2023 strategic plan.

Uganda - GGGI Uganda and the Green Building Council (GBC) signed an MOU on Cooperation for Green City Development under a project intended to Green Uganda's Urbanization and Industrialization in four secondary cities. These are Arua, Gulu, Mbarara and Jinja, all of which have significant development challenges. In particular, the MoU seeks to support the incorporation of green building standards in the National Building Code.

Costa Rica - We held our annual International Conference on Sustainable Cities-CICS, 100% online and with free access to all. Despite this being an entirely new business model and format for us, we were able to meet our (very modest) economic goals and greatly surpass our projected audience goals. With over 600 participants and an average of over 400 for each session, we are very happy with the impact that we were able to achieve. This years CICS was also able to convene the highest profile speakers that we have had in all 8 previous editions, delivering an excellent level of presentations for a high-value event to our audience, free of charge. This was identified as the most valuable impact GBCCR could provide for our crisis-hit market during Covid and hence the main goal for this year's flagship event



GBCs' achievements

China - One of the organizer to hold the 17th International Summit of Green Building and Building Efficiency. Organized an activity on primary students' green building painting creation and more than one thousand students attended. 50 excellent painting works selected and published. The event has attracted over 5 million views on the internet. Organized the 3rd College Green Building Design Skills Competition.

Australia - The biggest achievement last year was maintaining organizational stability during the second year of the global pandemic. To put this in perspective, the GBCA managed to maintain high levels of membership renewal, satisfaction, and engagement among stakeholders, grew the number of Green Star registrations to record levels, and has been ranked as one of the 'Best Places to Work' in Australia for the second year in a row.

Hong Kong - Launch of Hong Kong's first-ever Advancing Net Zero Ideas Competition - Launch of International Conference on Advancing Net Zero - Expanded BEAM Plus rating tool to cover Data Centres - Developed BEAM Plus rating tool for Existing Schools - City-wide Green Building Award registered record-breaking number of nominations development of a target setting and low energy certification tool

India - From 20,000 sq ft of green space in 2003, with the support of all the stakeholders, today India has achieved the significant milestone and historical landmark, of crossing 7.75 Billion sq. ft of green building footprint, with India GBC. This achievement is an ode to the entire green building community and the enormous India GBC family comprising of Central & State Government, Nodal agencies, Green Champions, architects, engineers, consultants, developers, product manufacturers, Corporate, academia, and all other stakeholders. India GBC has now re-dedicated itself to its goal to make India a global leader in sustainable built environment and to achieve 10 Billion Sq. ft. by 2022.

Indonesia - Successfully switching activities from offline to online so that the main activities can still be carried out (training, workshop, online seminar/webinar, certification assessment), started the Net Zero Healthy pilot project for four new school buildings and one existing school building, 2 housing new building design, completed the development of net zero and healthy school guidelines, and managed to hold a Net Zero Healthy Master Class which consisted of 8 series of workshops with 332 participants and conducted several webinars related to the anticipation of the Covid-19 pandemic for hospital and school/university buildings with a total of 960 participants

GBCs' achievements

Korea - Celebrating its 20th anniversary, Korea GBC has published a book on the Green Building.

Malaysia - 1) Successfully conduct most of the event in virtual. 2) Form Green Building Academic Conclave 3) Started Task Force for Net Zero, Health & Wellbeing and SDG/ESG 4) Paramit Factory won APN best Green Commercial Building 202

New Zealand -The release of Homestar version 5, which was made available to the public in August 2021.

Pakistan - 1. SEED Certification of the Presidency / The President House, Islamabad, Pakistan 2. Development of the Green Building Bylaws for Affordable Housing in the largest province of Pakistan (Punjab) 3. Development of the Implementation Guidelines for the ECBC - Energy Conservation Building Codes 4. Working with the IFC - International Finance Corporation on Green Financing and engagement with the Developers/Constructors 5. Provided Training and Technical support to the small and medium residential projects developers/constructors

Philippines - Education campaign

Singapore - Launching a Digital Academy and pivoting to digital events/ webinars. This has expanded our outreach significantly.

GBCs' achievements

Austria - Implementation of a new version of the DGNB system, EU Taxonomy Measurable increase in relevance of green building certifications.

Croatia - Survival as an organization and adoption to new circumstances.

Finland - We had many significant achievements in 2020, but the most significant was our decision to make a national action plan towards sustainability. This is one of the key aspects in our strategy (approved in 2020) and it also links directly to BuildingLife project. We have successfully motivated and helped our industry to put focus on embodied carbon and net zero targets and take action.

France - It's our participation in the life levels consortium, especially the information collect about environmental indicators in public orders.

Germany - Gaining more visibility and despite the corona-pandemic have been over proportion and growing in membership and certification.

Greece - Drastically improving the daily operations of the Council and engaging our members to our activities and discussions.

Hungary - We were able to place our programs quickly into the virtual space without losing stakeholders, even we gained more. We reached stakeholders countrywide. Our members became more active and 17 new members joined us, no member left the Council because of the pandemic. We are more reliable and stronger, HuGBC was selected among the TOP 5 professional organizations in the real estate market in Hungary by the recognized Portfolio online business portal. We became the knowledge center of WELL Building Standard in Hungary led by our WELL Workgroup.

Ireland - Coping with Covid to grow our membership and almost double our staff, putting all of our training online, increasing our presence and influence.

Italy - Stabilized and increased membership despite the COVID19 pandemic Compliance with the objectives set at the beginning of 2020 about: dissemination (events and communication), training and funded project . increased visibility towards Italian institutions and ministries.

Netherlands - Start of new programmes Whole Life Carbon, Paris Proof Commitment, BREEAM growth.

GBCs' achievements

Norway - In spite of Covid-19 we got 11% growth in memberships and 26% growth in BREEAM-registrations.

Poland - Regardless Covid, we were acting with great energy and success. Our revenue drop down in area of trainings and events was compensated in other areas like projects. There was a great number of new members and really few resigned. Covid forced us to innovate in area of our trainings and webinars, which we will be developing further in post-pandemic times.

Russia - During 2020 due to Covid, the BGBC did not manage to achieve all goals, but we started working on two projects BIMEPD and Making City and the work on both continues now in 2021. We became partners of WeThink.eu.

Serbia - The number of members was maintained (even slight increase) despite the lockdowns and the other consequences of the pandemic that we all felt. In addition to this, the continuity of SerbiaGBC being recognized as a competent voice when it comes to sustainability, which is reflected in our participation in events organized by others.

Spain - Membership growth, specially in new groups like finance and promoters, due to our studies and projects (Taxonomy, AÜNA H2020 projects etc.) Certification growth, specially with public buildings Growth in budget and activity despite COVID crisis.

Sweden - Distance working, keeping the team spirit together Turn over the finance to black numbers Introducing digital training courses

Switzerland - Continuity

Turkey - First of all, we activated the BEST commercial building certification system. We have also started work with the government to develop this rating system. We have increased the number of Technical Training and the number of events that will raise awareness. We developed a project to gather NGOs working on sustainable development goals on a platform and created a knowledgeable and powerful union.

United Kingdom - Overcoming the Covid-19 crisis and turning it into an opportunity (retaining 95% of members and onboarding over 100 new members and over a dozen new staff members) / all to better position UKGBC as the go to organisation driving change Convening consensus from hundreds of organisations, inputting and collaborating into UKGBC guidance and outputs Difficult to select one programme over another but more granular focus to Impact and measurement:
<https://www.ukgbc.org/ukgbc-work/impact-report-20-21/>

GBCs' achievements

Bahrain - Selection of BOD members, getting our social media

Egypt - Finalizing the Tarsheed Commercial, and drafting Tarsheed for health care facilities - Certifying Two Buildings with Tarsheed rating systems - Conducting awareness webinars.

Emirates - Published Green Building Market Brief - Conducted the Annual Congress & Award as in-person events (despite challenging Covid-19 restrictions). - Published Advancing Deep Retrofits in the UAE Report - Performed an experimental work for an IAQ study in a typical school in the UAE. - Initiated and proposed the establishment of Emirates Women's Network.

Lebanon - ARZ Green Building Rating System ARZ 2.0 PROJECT "Promoting Innovation and Entrepreneurship in support to Lebanon's Clean Energy Transition" The development of A Web Based ARZ Green Building Rating System - Lebanon GBC in partnership with CEDRO-UNDP, April 2019 - Awarded, September 2019 - Work started in March 2020 - Launching expected end of September 2022 - Duration: 3 years - Total budget: \$298,000

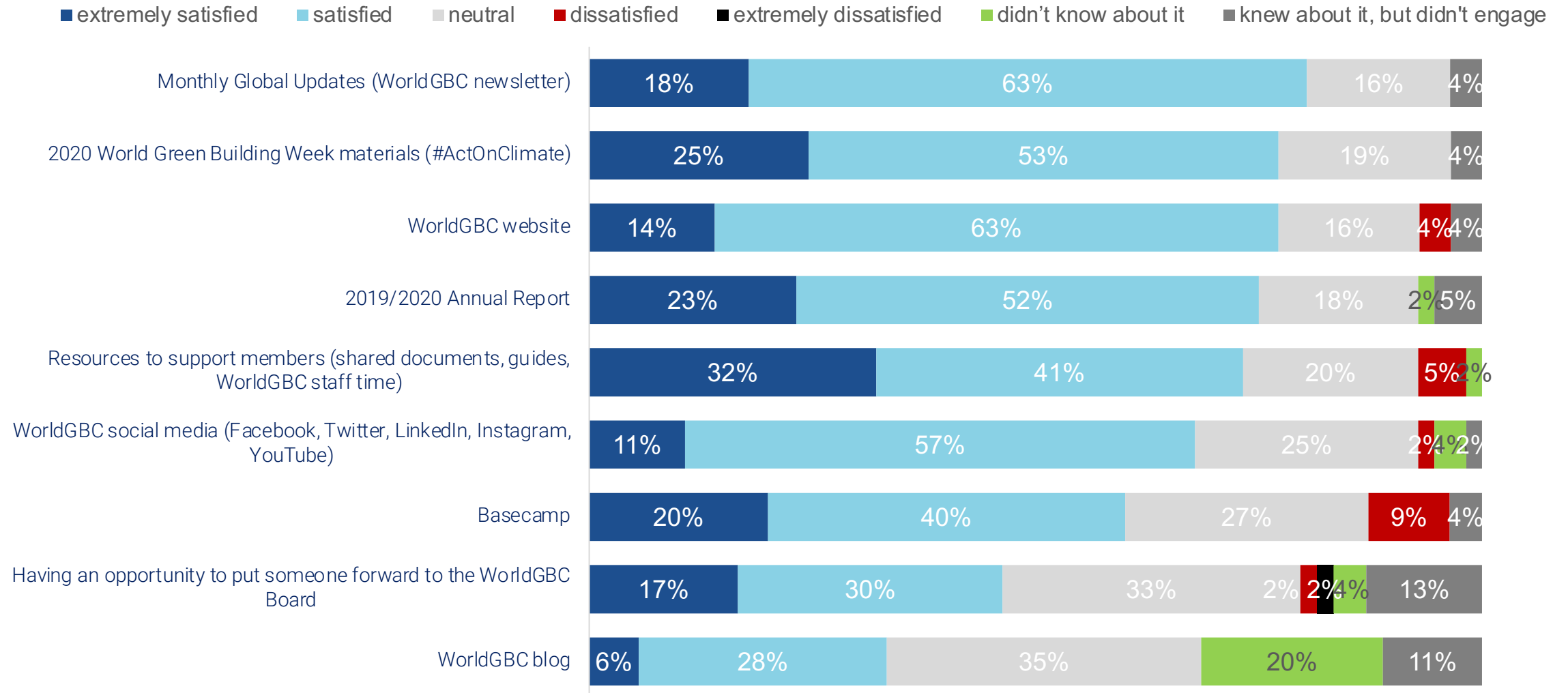
Palestine - Received funding for 1 year project to create the culture for green buildings in the Palestinian market. The project includes capacity building, possible incentives for switching to greener building environment, social media campaign, green building platform, feasibility study, and retrofitting case study

Jordan - In 2020, Jordan GBC had redesigned its strategy for (2021-2023) with support from the WorldGBC MENA regional network, which helped to align Jordan GBC objectives to the challenges facing Jordan & the WorldGBC strategy. Jordan GBC in collaboration with Sahab Municipality launched the Plant A Sensor campaign under the Better Places for People Project, which is one of the initiatives developed by the World GBC and the Rest Air platform in cooperation with the Earth Day Network and the Woodrow Wilson International Center for Scholars. In 2020 Jordan GBC signed three Memorandum of Understanding with three main associations in Jordan: 1. Business Development Center (BDC), 2. Aqaba University Of Technology (AUT), and 3. Jordan Engineers Association (JEA). Under the World Bank Group project "Framework of the Partnership for Market Readiness" and in cooperation with the Ministry of Environment and the Ministry of Energy and Mineral Resources, Jordan GBC and Carbon Trust had developed an energy efficiency certification and retrofitting program for residential buildings in Jordan. Net Zero Building in Jordan (2020): An informative booklet developed by Jordan GBC in cooperation with FES addressing Net Zero Buildings in Jordan. Introducing NetZero buildings and its various principles in relevant to the Jordanian context. It also covers barriers of NetZero buildings, existing drivers and the challenges face its spread.



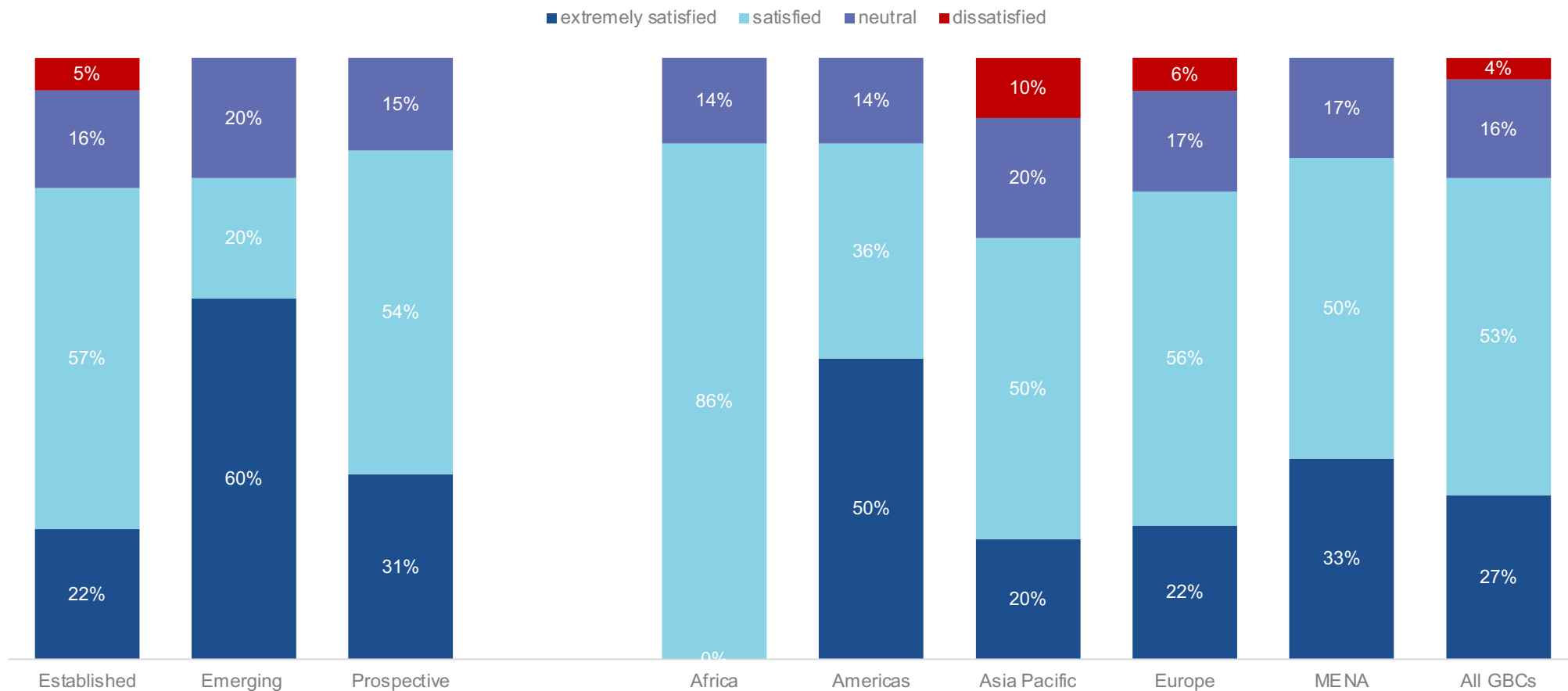
WorldGBC Communications

WorldGBC comms



Q. How satisfied are you with the value received from the following WorldGBC activities and projects?

Effective engagement with WorldGBC's communications team



Q. How would you rate the effectiveness of your GBC's engagement with the WorldGBC Communication team?

What makes Basecamp valuable?

| | |
|-------------------------------------------------------------------------|-----|
| A central place to stay across all WorldGBC announcements to members | 63% |
| Reading announcements and comments from other GBCs | 63% |
| Accessing WorldGBC policies, processes and member development resources | 52% |
| Sharing your GBC's announcements with the Network | 50% |
| Sharing files within specific Steering Committees and Taskforces | 46% |

Other comments

"A good place to find help and cooperation from the network."

"It is vital to have a central location where we know we can find EVERYTHING. However, it is sometimes difficult to navigate in order to find things. I never use it for communication and it is a little annoying to receive repeated announcements. Juanita is always quick and very helpful in finding docs that I cannot locate."

"Helpful for the above but would be more helpful for sharing practical examples of best practice projects in different regions and countries. AKA global version of UKGBC Solutions Unit"

Q. Looking at Basecamp specifically, what makes this platform valuable to you? Please select all that apply

Information GBCs are seeking

New case studies and project examples

Updates on projects and WorldGBC initiatives

Success stories from other GBCs (e.g. how did they diversify?)

Funding opportunities and guidance and links to potential partners

Global policy updates

Readily accessible resources to bolster GBCs' communications

Research: regional green building trends and analysis, new technologies, materials

GBCs would like the information to be clearer so they can stay across it all

Q. What kind of information would you like to receive more of regularly from WorldGBC through our Global Update or other channels?



WORLD
GREEN
BUILDING
COUNCIL

Next Steps and Actions for WorldGBC



Areas of focus and improvement based on your feedback

PROJECTS AND ACTIVITIES

- Grow our work on green finance as it continues to increase in importance as a global trend
- Continue to be a source of education & training materials, knowledge, solutions, case studies
- Focus on developing resources that GBCs are finding most needed and which help to:
 - Build team capacity
 - Strengthen advocacy work
 - Feed into educational events/training programs that members can include in communications and marketing material and proposals

FINANCE AND MEMBER DEVELOPMENT

- Support GBCs that experienced large declines in company membership from 2020-2021 and those that experienced large year on year revenue drop in their currency
- Continue to help all GBCs access funding through grants and sponsors
- Work to increase opportunities to access more resources for Prospective GBCs

ADVOCACY

- Continue to develop resources that can support GBCs in their advocacy efforts
- Grow our work in global advocacy with regular global policy updates

CONSULTATION AND COMMUNICATION

- Strengthen the consultation process with GBCs, develop and clearly communicate our consultation policy and process
- Strengthen GBC's engagement with the WorldGBC Communication team in Asia Pacific and Europe
- Implement new platform to replace Basecamp with improved functionality to help members easily track projects, events and activities across the year, promote and search for content, promote member to member engagement and spotlight GBC activities

Areas of focus and improvement based on your feedback

REGIONAL NETWORKS

Continue to strengthen the programmes of the CEO Network and Regional Networks in ways that:

- Help GBCs have ownership over global projects and activities
- Position GBCs as the local face and contact point for engaging companies in our programmes
- Deliver clear and structured information from WorldGBC so that GBCs can stay across all projects and activities
- Promote success stories from other GBCs
- Widen the remit of our global advocacy programmes beyond Europe
- Produce clear comms materials GBCs can share easily with members

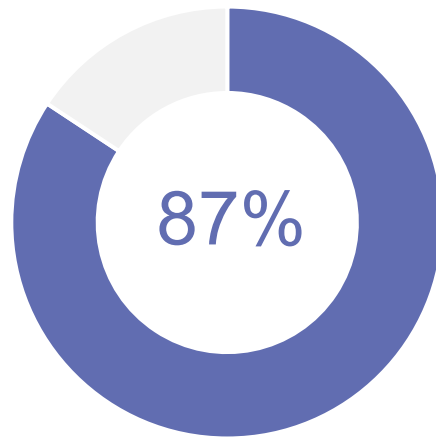
In ERN in particular:

- Improve consultation process
- Amplify/promote/share the work for GBCs & enable international recognition
- Develop a projects pipeline and timeline 2021-2030

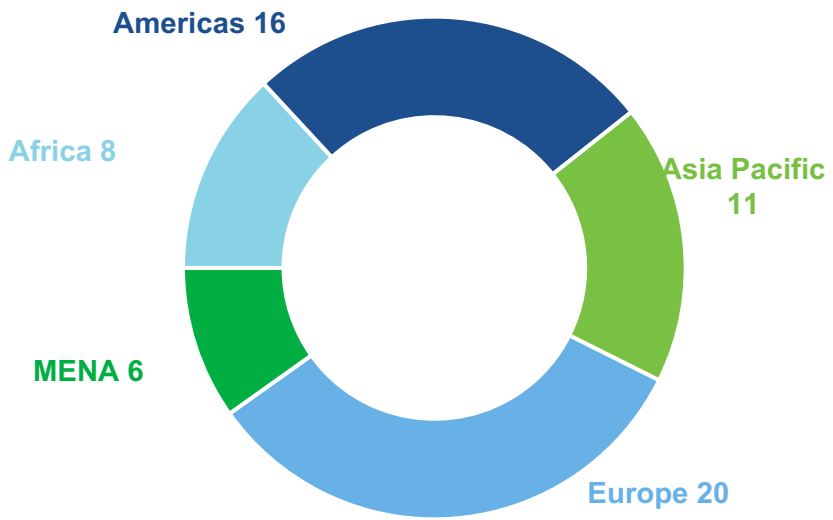
Survey Participation

Participation in the 2021 survey

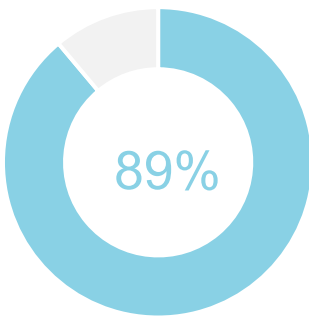
GLOBALLY



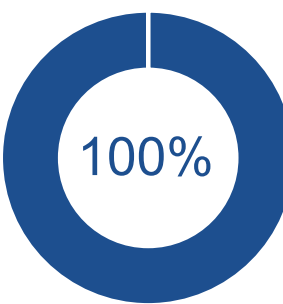
GBCs participating by region



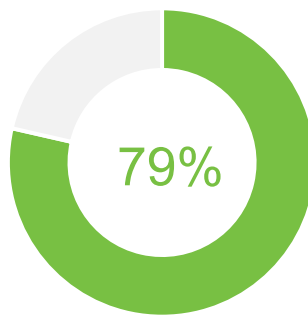
AFRICA



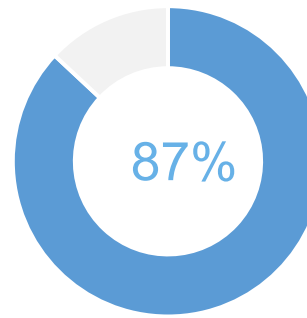
AMERICAS



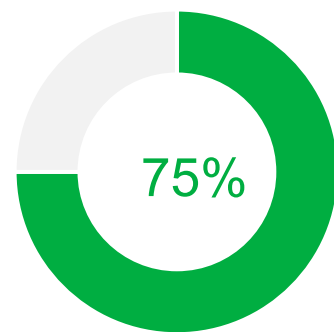
ASIA PACIFIC



EUROPE



Middle East and North Africa (MENA)



Participation in 2021 MVS

AFRICA REGIONAL NETWORK

Participated

- Green Building Council Cameroon
- Kenya Green Building Society
- Green Building Council Mauritius
- Green Building Council Namibia
- Rwanda Green Building Organization
- Green Building Council South Africa
- Tanzania Green Building Council
- Uganda Green Building Council

Did not participate

- *Ghana Green Building Council*

AMERICAS REGIONAL NETWORK

Participated

- Argentina Green Building Council
- Green Building Council Bolivia
- Green Building Council Brasil
- Canada Green Building Council
- Chile Green Building Council
- Colombia Green Building Council
- Costa Rica Green Building Council
- El Salvador Green Building Council
- Guatemala Green Building Council
- Sustentabilidad para Mexico
- Panama Green Building Council
- Paraguay Green Building Council
- Peru Green Building Council
- US Green Building Council
- Uruguay Green Building Council

Did not participate

- *Venezuela Green Building Council*

ASIA PACIFIC REGIONAL NETWORK

Participated

- Green Building Council of Australia
- China Green Building Council
- Hong Kong Green Building Council
- Indian Green Building Council
- Green Building Council Indonesia
- Korea Green Building Council
- Malaysia Green Building Confederation
- New Zealand Green Building Council
- Pakistan Green Building Council
- Singapore Green Building Council

Did not participate

- *Green Building Council of Sri Lanka*
- *Kazakhstan Green Building Council*
- *Green Building Council of Sri Lanka*
- *Taiwan Green Building Council*

EUROPE REGIONAL NETWORK

Participated

- Austrian Sustainable Building Council
- Croatia Green Building Council
- Green Building Council Finland
- France Green Building Council
- German Sustainable Building Council
- Sustainable Building Council Greece
- Hungary Green Building Council
- Green Building Council Iceland
- Irish Green Building Council
- Green Building Council Italia
- Dutch Green Building Council
- Norwegian Green Building Council
- Polish Green Building Council
- Serbia Green Building Council
- Green Building Council Slovenia
- Green Building Council Espana
- Sweden Green Building Council
- Swiss Sustainable Building Council
- Turkish Green Building Council
- UK Green Building Council

Did not participate

- *Bulgarian Green Building Council*
- *Luxembourg Green Building Council*
- *Green Building Council Slovenia*

MENA REGIONAL NETWORK

Participated

- Bahrain Green Building Council
- Egypt Green Building Council
- Emirates Green Building Council
- Jordan Green Building Council
- Lebanon Green Building Council
- Palestine Green Building Council

Did not participate

- *Kuwait Green Building Council*
- *Qatar - Qatar Green Building Council*