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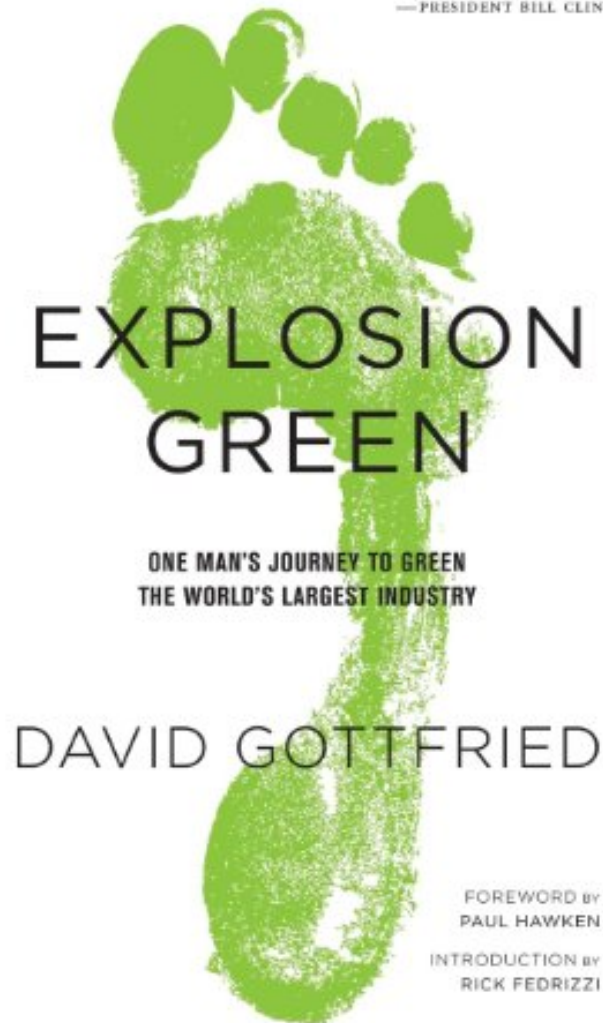
Explosion Green: One Man's Journey To Green The World's Largest Industry

David Gottfried

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"Our future depends on sustainability... David Gottfried's pioneering work is proof that we can do it, and *Explosion Green* tells us how."

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David Gottfried : Explosion Green: One Man's Journey To Green The World's Largest Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Explosion Green: One Man's Journey To Green The World's Largest Industry:

0 of 0 people found the following review helpful. Thank you, David Gottfried. You have accomplished what ...By Sanda Putnam Thank you, David Gottfried. You have accomplished what many of us only wish we could do. Thank

you for educating us on the progress you and others have made in greening our earth. Your well-written book was enlightening and entertaining. 0 of 0 people found the following review helpful. Still Think One Person Can't Make a Difference? By Shel Horowitz This powerful memoir from the founder of the US and World Green Building Councils will surely change your mind. Back to the mid-1980s, Gottfried has been influencing the entire construction industry to green its practices. Without him, we would not have the amazing network of Green Building Councils around the world, which have certified hundreds of thousands of committed architects, builders, and product manufacturers as green. We also wouldn't have the set of LEED standards now used to certify green buildings in 140 countries. The standards his organization developed are now required by numerous local government agencies, and the planet is noticeably greener because of this organization. In a siloed universe of specialists, each with their own professional organization, Gottfried and his colleagues created the first green building organization that was open to every sector, discipline, and size. It welcomed Fortune 100 companies, and also solo practitioners with small consultancies. It was open to profit-making businesses and nonprofit membership organizations. This strategy allowed agents of change to dialog with executives at companies often attacked by environmentalists, and get them to see the wisdom of a green approach. GBCs have directly enabled hundreds of thousands of buildings to be built or renovated in more environmentally friendly ways: As of October 2013, there were 56,000 LEED Commercial and Neighborhood Development projects (totaling just over eleven billion square feet) and another 119,615 residential units using LEED. USGBC [just one of the GBCs worldwide] also had about 190,000 LEED Accredited and Green Associate professionals. There are now Green Building Councils in approximately one hundred countries with about two dozen green building rating systems. Some 63 percent of global new construction starts are planning green projects for 2105. [p. 230] And that, in turn, has helped to bring down the prices, so that green advocates can now make a very successful case for going green on economic grounds. Gottfried notes that the price of doing a green commercial building dropped 38 percent from 1995-2003 (p. 131) — and that workers in green buildings tended to be 6 to 16 percent more productive (p. 132). Oh yes, and when these buildings change hands, they fetch about 11 percent higher prices than comparable nongreen buildings (pp. 245-246). Much of the early LEED construction took place in California, and Gottfried posits that this may be why California was able to hold energy use more-or-less constant for the last 40 years, even as the US as a whole chewed up 50 percent more energy. This is especially remarkable, considering how many power-slurping massive computer installations have been installed to power California companies such as Google, Facebook, Apple, and Hewlett-Packard. In Chapter 20, Gottfried lays out USGBC's 9-step success formula: 1. Dream big 2. Create an inclusive, noncompetitive model 3. Exercise leadership 4. Recruit volunteers 5. Demonstrate business savvy 6. Achieve LEED 7. Have a strong sense of purpose 8. Collect data and using it to create change 9. Pay attention to the lessons (from both the successes and the challenges) Near the end of the book, Gottfried build on Amory Lovins's concept of negawatts and negabarrels (the energy we save through deep conservation) to discuss "negafingerprint," extending to carbon, energy, water — which he sees as crucial in the coming years, as I do — and waste (p. 270). And on page 276, he calls for businesses to take advantage of the massive "global business opportunity" in green building — advice that the entire construction industry would do well to heed. 1 of 1 people found the following review helpful. Birthing a New Healthy World By CYNTHIA BRIAN By Cynthia Brian 5 STARS What is it like to be a visionary and a change maker responsible for starting an organization and a movement with the potential to save our planet? David Gottfried chronicles his twenty years of being at the forefront of the green building industry in his third book, Explosion Green. With great inspiration and self-deprecating humor, the book guides the reader to understand his entire journey from consumerism to sustainability. After graduating from Stanford University at twenty-two, Gottfried's cousins offered him a position in their prosperous real estate development company in Washington, D. C. Affable and a quick study, it wasn't long before Gottfried was dressed in expensive suits making deals, driving a BMW, and living the good life. In that environment the measurement of success was financial and Gottfried was quickly on his way to achieving it. After ten years of witnessing construction site waste, toxic materials in new offices, and unhealthy buildings, Gottfried began studying ways to incorporate environmentally safe elements into building while saving energy, water, and the landfills. In the beginning his new green epiphany awarded him a pillow on a friend's couch in San Francisco. But when you dream the big dream and are willing to put all of your focus, passion, resources, and time into making the vision a reality, the stars line up. The magic within Gottfried appeared. The world population has crossed the seven billion mark, and as our Earth heats up to holocaust levels, governments are finally realizing, thanks to David, that sustainable and regenerative construction is necessary for survival. David was the spark that ignited the creation of the U.S. Green Building Council and the World Green Building Council, now with GBC's in over 100 countries. With the assistance of human capital, he created LEED, the most widely utilized green building rating system on the planet. To many, David is considered the father of the green initiative, yet he is quick to give credit to his numerous collaborators, including the wise advice from his own father who advocated: "Do not confuse efforts with results." Gottfried writes in a friendly, flowing tone that invites you to share his struggles, successes, ups, downs, twists, and turns as he regenerates a brave new world. His patience, determination, and perseverance will inspire you to embrace change and strive to make a difference. President Bill Clinton sums up the important message

best with his Explosion Green cover testimonial: "Our future depends on integrating sustainability into all we do... David Gottfried's pioneering work is proof that we can do it, and Explosion Green tells us how." Explode, go green, regenerate. Cynthia Brian is a New York Times best selling author, TV/Radio host, and Founder/Executive Director of the literacy charity, Be the Star You Are! empowering young people to read, lead, and succeed. [...]; [...]

Explosion Green tells the twenty-year story of the global green building movement through the eyes of David Gottfried, the man who helped start it all. Explosion Green reveals the inner workings of the building industry as it comes to grips with the need for environmentally friendly practices. It describes how the industry has evolved, and how this evolution has helped fight climate change and prevent further damage to the environment while creating a multibillion-dollar industry. Filled with his unique insight and self-deprecating humor, Gottfried's riveting memoir demonstrates how one person can start a global movement.