



GREEN BUILDING COUNCIL  
**RUSSIA**

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RUSSIA

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**Why build green buildings in a country such as Russia  
where **energy supplies are vast**?**  
**Thinking beyond the proven social and environmental  
benefits of applied sustainable design strategies,  
it makes sense economically to build green  
since the energy resources traditionally consumed by  
infrastructure can be applied to **support new opportunities****



GREEN BUILDING COUNCIL  
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Who we are?

What we do?

Get involved!



GREEN BUILDING COUNCIL  
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mission

**The sky is the limit in Russia - we aim to stimulate the creation of a whole new industry and take the leading role in green building industry worldwide. Stretching from green design to energy efficient engineering systems right through to innovative financial models.**

Guy Eames, CEO



Who we are?

What we do?

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## GREEN BUILDING COUNCIL RUSSIA

### mission



We would work on achievement of our strategic goals through:

**AWARENESS**- Increase green building awareness among construction professionals, government officials and media. Our target is to prove that integrated “green solutions” credentials is a must-have for contemporary buildings.

**STANDARDS** - Create a national standard for green building in Russia as one of the most effective tools to add value and gain recognition

**SOLUTIONS** - Provide business with a knowledge base for sustainable design. Research financial issues of green building implementation and provide the market with effective models.

**COMMUNITY** - unite a community of opinion leaders and all interested in sustainable construction in order to influence and lead the market. We believe that greater goals can be achieved through **openness** and **trust**. We engage in a collaborative relationship with all participants of the building process.

Who we are?

What we do?

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philosophy of change



**build environment + nature + society = balance**

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What we do?

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# GREEN BUILDING COUNCIL RUSSIA

world GBC



etc.



We use established business model -  
**over 60 countries have now registered national GBC**

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What we do?

Get involved!



established business model

## Main principles:

- BRING TOGETHER green-building professionals
- Creating NATIONAL AND INTERNATIONAL green building standards
- LOBBYING government and industry
- Creating "BEST PRACTICE"
- Organising EVENTS - presentations, workshops, site visits, exhibitions
- EDUCATION - training seminars, workshops, providing learning material



## GREEN BUILDING COUNCIL RUSSIA

### history



1990 Introduction of BREEAM standard

1998 Introduction of LEED rating system

1999 The founding meeting of the WorldGBC (in attendance: USA, Australia, Spain, UK, Japan, UAE, Russia and Canada).

2002 Incorporation of the World Green Building Council

2008 December A group of enthusiasts gather in Moscow

2009 April EPS certificates obligatory for the UK commercial

2009 May First formal meeting of RuGBC

2009 September RuGBC is registered by core group

2009 Autumn The first three green building in Moscow

2009 October BREEAM developed retail scheme

2009 November The first BREEAM assessor`s course in Moscow

2009 December The first RuGBC members on board

Who we are?

What we do?

Get involved!



structure

**ALL INTERESTED IN GREEN BUILDING**



**MEMBERS**



**ADMINISTRATION =  
STAFF +  
WORKING GROUPS**



**BOARD  
OF DIRECTORS  
& PRESIDENT**

**SPONSORS**





member interactions

ARCHITECTS

ENGINEERS

CONSULTANTS

DEVELOPERS

ACADEMICS

INVESTORS

SUPPLIERS

TENANTS



GOVERNMENT AND  
AUTHORITIES

STANDARDS

INDUSTRY  
ASSOCIATIONS

TRAINING BODIES

WGBC AND OTHER GBC'S



task forces

### SUPPLIERS

- renewables
- lighting
- materials, ect

### DESIGN

- architects
- engineers
- consultants

### INNOVATION

- materials
- methods

### DEVELOPERS

- industrial
- commercial
- residential

# WORKING GROUPS

### SKILLS

- courses
- development
- awareness

### MARKETING

- PR campaign
- events

### STANDARDS

- standards

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**RUSSIA**



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## GREEN BUILDING COUNCIL RUSSIA

**21 countries now have national green standards, mostly - BREEAM, LEED or Green Star. Already more than 800 000 buildings are BREEAM registered and 20 000 LEED certified.**

For more information about this program contact **Guy Eames**  
[guy.eames@rugbc.org](mailto:guy.eames@rugbc.org)

### standards



Our aim is to develop and lobby for a Russian standard for the green building industry. A standard development program would be based on leading international practices but would be designed to fit the local climate, environment and established codes and norms.

We would roll-out this standard in stages:

Stage 1 Increase awareness

Stage 2 Research and partnership with foreign and local experts

Stage 3 Lobbying and implementation

Stage 4 Large scale introduction



## GREEN BUILDING COUNCIL RUSSIA

### membership



**RuGBC members are individuals and corporations who have each decided that their interest in green building is strong enough to want to work together for synergy.**

For more information about membership programs contact  
**Guy Eames**  
[guy.eames@rugbc.org](mailto:guy.eames@rugbc.org)

Founding members include developers, consultants, project managers, architects, engineers, etc.

Through membership we intend to create a community of opinion leaders to encourage green market development. Our members experience various benefits from access to various ecological and business resources to regular gatherings and networking with colleagues from industry.

To become a member you have to follow 3 simple steps - fill out the form on our web-site, wait for us to contact you and pay your first membership fee



## GREEN BUILDING COUNCIL RUSSIA

**We are keen to develop market intelligence and share our knowledge. Urging the market towards constant improvement and innovation.**

If you want to know more about our training programs contact  
**Guy Eames**  
[guy.eames@rugbc.org](mailto:guy.eames@rugbc.org)

training



One of the principal roles of the RuGBC is to educate practitioners about green building.

In addition to offering special conferences, forums, seminars and workshops addressing current green building topics, the core of the Council's educational offering is the Green Accredited Professional program. In order to obtain this professional designation, industry professionals must complete the Accredited Professional course and pass an examination.

The course provides practitioners with an understanding of the rating system and the ability to apply green rating tools to projects.

Who we are?

What we do?

Get involved!



## GREEN BUILDING COUNCIL RUSSIA

**Events increase the awareness of environmental issues on all levels and represent a good networking opportunity.**

If you want to know more about our event schedule contact  
**Svetlana Duving**  
[duvingsv@rugbc.org](mailto:duvingsv@rugbc.org)

### events



RuGBC EVENTS Include the green building conference held annually in Moscow and green building tours. Both activities intend to be international and allow knowledge transfer and promotion of best practice.

PARTNER EVENTS - we collaborate with all professional business organizations interested in putting the green agenda on the discussion table.

Who we are?

What we do?

Get involved!



## GREEN BUILDING COUNCIL RUSSIA

**Read our Green Building Briefings for authoritative and insightful comment and digest of foreign press on one web-site.**

If you want to know more about our knowledge center access or contribute your articles and analytics contact **Ksenia Agapova** [agapova@rugbc.org](mailto:agapova@rugbc.org)

### knowledge center



We aim to collect foreign and local business cases, analytical information and useful resources to encourage green building expertise on all levels.

Our knowledge center would include web-portal, networking facilities and internal media sources. Members of RuGBC would receive exclusive access to expert articles and analysis research from all around the world.



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**RUSSIA**



Who we are?

What we do?

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## GREEN BUILDING COUNCIL RUSSIA

### Get involved as an individual!

We're looking for help from individuals, who are enthusiastic about ecology, green building and sustainable development. There's never been a better time to get involved - and our need for your help has never been greater!

Ways to Get Involved! for individuals:

**MEMBERSHIP** - we offer individual membership for industry professionals and students.

**VOLUNTEER** - we have lots and lots of interesting work for those who are interested in Green building

**BLOG** - share your opinion and experience on our web-blog

**ATTEND OUR EVENTS** - perfect for networking and to see if its for you - our event calendar can be found here [www.rugbc.org](http://www.rugbc.org)

individuals



Who we are?

What we do?

Get involved!



## Get your company involved!

Your company could play an important role in leading, shaping & inspiring the market!

Ways to Get Involved for organizations:

**BECOME A CORPORATE MEMBER** - we have a variety of membership programmes, tailored for your company's needs

**SPONSORSHIP** - we offer generous sponsorship packages tailored to maximising exposure of your company's green credentials to the market - securing new partners and clients

**CONFERENCES & EVENTS** - ideal opportunity to share knowledge, promote your company and network

**YOU ARE WORKING ON A GREEN DEVELOPMENT?** - Tell the world about it by posting information on our site or presenting at an event





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membership benefits

**Meet with fellow professionals**

**Discover building improvements**

**Innovative tips from other practitioners**

**Great opportunity to learn about and listen to your clients**

**Become a leader in shaping the industry's future**

Who we are?

What we do?

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## GREEN BUILDING COUNCIL RUSSIA

### membership benefits



**INTELLIGENCE** Access the latest green building news, research, and information about rating systems. There will be reports and resources on our website which can only be accessed by members. All members will receive a monthly e-news letter containing the latest green building developments, members, upcoming events, etc.

**VALUE** Receive discounted prices for Certification courses and RuGBC events.

**SUPPORT** Receive priority support in the use of Certification tools and also ensure your interests in green building practices are supported by Council representations to policymakers and regulatory bodies.

**NETWORK** Connect with other green building advocates and practitioners at our events.

**PROMOTION** This is the opportunity to promote either yourself, your organization or your capabilities through our web site, creating case studies and demonstrations.

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## GREEN BUILDING COUNCIL RUSSIA

fees

If you want to become a member contact  
**Guy Eames T +7 495 778 53 70 [guy.eames@rugbc.org](mailto:guy.eames@rugbc.org)**

Type of membership	Criteria	Annual fee
SPONSORSHIP**		230 000 RUR*
PREMIUM	Turnover more than 30 000 000 RUR	75 000 RUR*
GOLDEN	Turnover 3 000 000 - 30 000 000 RUR	30 000 RUR*
SILVER	Turnover less than 3 000 000 RUR	20 000 RUR*
INDIVIDUAL	All business professionals	16 000 RUR *
STUDENT	Full-time students	2 000 RUR*

\* VAT is not charged

\*\* for more information about sponsorship contact [guy.eames@rugbc.org](mailto:guy.eames@rugbc.org)

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# GREEN BUILDING COUNCIL RUSSIA

our members



Who we are?



What we do?



Get involved!



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our members





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## **Contact**

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**[www.rugbc.org](http://www.rugbc.org)**