

Green Builder Media & Sustainability Symposium 2020:

For this month's spotlight, we chose to focus on an organization that kept sustainability at the forefront of its mind all year long much like we do here at NDEP. That organization is Green Builder Media. Green Builder kicked off the new decade with their fourth annual Sustainability Symposium in Las Vegas, Nevada!

For those of you who may be unfamiliar, "Green Builder Media is North America's leading media company focused on green building and sustainable living. They offer a broad spectrum of media and communication services, live events, demonstration projects, and cutting-edge market intelligence."

With a focus on how our built environment should foster environmental stewardship, social equality, and financial prosperity, the Green Builder team has worked tirelessly to "elevate the national dialogue about a sustainable built environment" in order to help facilitate the transition to a sustainable future." One of the most notable manifestations of this goal is the Sustainability Symposium. This is "an annual thought-leadership event meant to provide ideas, inspiration, and information to building professionals, business executives, City/County employees, students, media, and many others regarding innovative solutions that address our changing climate." The theme this year was Improving the Human Condition, which placed a focus on the nexus between environmental stewardship, social justice, and economic prosperity.

The NDEP shares many of the same goals and areas of focus with Green Builder and we support them in their bold endeavors to make the world a better and more sustainable place, one initiative at a time. We spoke with CEO Sara Gutterman who had this to say about GBM and some of their goals, "As a media company, our goal is to elevate the national dialogue about a sustainable built environment to facilitate the transition to a sustainable future. We show how to create a net zero (energy, water, emissions), renewable-energy powered, built environment through our demonstration projects. As an organization, we achieve net zero emissions and very low resource use in a variety of ways, including general efficiency, flexible work scenarios (to reduce the impact of commutes and transportation), and purchasing offsets. We plant a lot of trees!"

Much like Sara, we are aware that it can be relatively easy to achieve bold sustainability goals, and that doing so can actually serve to motivate people and have a positive impact on an organization or entities bottom line. When asked about their impact and what motivates Sara and her team at GBM to do what they do, Sara had this to say "We have inspired millions of people throughout the world to change their behavioral patterns, purchasing decisions, and lifestyle choices. We are in a climate emergency and we firmly believe that everyone must play their part to mitigate the impact we have on the planet."

At NDEP, we know that it takes a village to have a significant, positive impact on our planet, so we have to continue to partner with people like Sara and organizations like Green Builder in order to do so. In this spirit, here's to Sustainability Symposium 2021 and a decade of green initiatives and breakthroughs that help us reach a more sustainable, net-zero, and efficient future.



(From left to right) filmmaker Susan Kucera, General Wesley Clark, and CEO Sara Gutterman



Green Builder Media President Ron Jones and NBA Hall of Famer Bill Walton at Sustainability Symposium 2019.