ISCN Webinar: The Road to Market Transformation

Friday, April 27, 2018. 10-11am EST.

About the Webinar:

The U.S. Green Building Council and its community are changing the way buildings and communities are designed, built and operated. We believe in better buildings; places that complement our environment and enhance our communities. Places that give people better, brighter, healthier places to live work and play. Each day we are working to transform the market addressing all scales of the built environment and in doing so understand a key driver to the success of our vision is education. Jaime Van Mourik, Vice President for Education, will describe USGBC’s roadmap for market transformation which includes LEED and other green business certification programs, explore how industries are integrating sustainability into business practices, and discuss how USGBC is preparing students for 21st century careers and helping to graduate global sustainability citizens.

About Jaime Van Mourik:

Jaime Van Mourik, Vice President, Education Solutions, USGBC, jvanmourik@usgbc.org

Jaime Van Mourik has spent her career educating people of all ages on sustainability and green building concepts, and works to help them integrate sustainable practices into learning spaces. Jaime believes education is the catalyst for change, and is committed to building innovative, sustainable and healthy spaces where future generations can learn and prepare for a changing world. As Vice President for Education at the U.S. Green Building Council (USGBC), Jaime’s areas of expertise include: sustainability education, professional development and curricula; 21st century job preparation; and green campus strategic planning and building design.

She leads USGBC’s education work, including overseeing the Education @USGBC platform, a best-in-class green building education tool for professionals and post-secondary audiences, and Learning Lab, a leading-edge resource for K-12 sustainability curricular materials. She also spearheads USGBC’s higher
Jaime’s main priority— and passion—is preparing students for 21st century careers in sustainability. She does this by working with higher education institutions and advocates across the country to develop and deliver innovative learning platforms that integrate sustainability and green building concepts into curriculum, and create pathways to professional credentials. Notably, she oversaw the creation of LEED Lab, a multidisciplinary course through which students assess the performance of their own campus buildings and facilitate the LEED for Building Operations and Maintenance (LEED O+M) process with the goal of certification.

Jaime also has extensive experience leading colleges and universities looking to “go green,” guiding them through the planning and implementation process and advising on how the Leadership in Energy and Environmental Design (LEED) rating system can help shape sustainability initiatives in teaching, research and practice. She was responsible for developing USGBC’s comprehensive higher education strategy guide, Roadmap to a Green Campus.

Jaime is a LEED AP and an Associate AIA member. Prior to joining USGBC, she served as a project manager at the sustainable design consulting firm GreenShape, assisting more than 30 projects pursuing LEED certification. Previously, she worked at the National Building Museum developing and managing educational programs. Jaime has taught design at The Catholic University of America’s School of Architecture and Planning and at Northern Virginia Community College, and is a visiting lecturer and critic for local D.C. schools. She holds a bachelor’s in architecture from Virginia Tech and a master’s in architectural history from the University of Virginia.

**Webinar Summary Notes:**

- Intro the USGBC—nonprofit with a mission to change the way communities are designed, built, operated and maintained—vision expands beyond US to globe
- What would it take to transform the building industry. In process, created a tool (LEED) to help achieve that.
- People make up our structure
- Individuals at local-level, 22,000 who volunteer on projects and educate local market
- LEED Professionals ...educators...
- GreenBuild annual conference internationally to network, community building and sharing what happens in local markets to discus challenges and best practices. First European conference just happened. Mexico in June. China in October. India and Chicago in November. 20,000 participants at conferences.
- A lot of growth in China, Middle East, Latin America....
- LEED is concise framework for identifying and implementing practical and measurable green building design, construction, operations & maintenance strategies and solutions—water,
energy, materials, IAQ, views/natural daylight – unlike sustainability initiatives in the past...LEED expanded the conversation to bring together different industries

- LEED has helped change process of design & construction by bringing together stakeholders early in the process... conversations happening early & often
- LEED has expanded to address all different building typography, interiors, neighborhood
- Green construction has increased due to LEED framework and they expect trend to continue...
- For companies, LEED helps building owners share their CSR story and realize positive public relation benefits
- Positive statistics realized...
- Studies have found IAQ correlates to positive human health, productivity...correlation to cognitive ability of office workers, tested them in an emergency situation. Building tested in was LEED certified versus conventional. Found positive correlation. Harvard is now continuing these studies...
- LEED is third party verified which helps with accountability.
- LEED offers transparency. No greenwashing.
- USGBC goal to cultivate sustainable cities and communities .. so they are changing the scale of their work...it’s a full ecosystem...
- To achieve this vision, USGBC recently developed LEED for Cities program
- Now addressing various sectors so they start communicating with each other – quite a few new programs introduced to market over years
- Looking at how to make infrastructure changes so that power provided to green buildings are also green
- Providing knowledge & opportunities will result in true transformation – “Why” statement for why Jaime and her colleagues focus on this mission
- Vision to support all stages of learner’s life – lifelong learning is critical in a very rapidly changing world
- Educating the next leaders, preparing for the workforce
- Studies found that young professionals want green jobs or sustainability-related jobs
- Offer best-in class content via Education @ USGBC. Videos, podcast, case studies, articles, white papers. Faculty can use content to assign homework, professionals can use to maintain credentials, and students can use it to dive deeper into subjects and gain knowledge badges.
- Toolkits include assessment activities – so they can start to understand concepts introduced in classroom and see them in practice which makes it much more tangible. Free to access.
- LEED Lab – hands on opportunities for students. Students work on existing building projects to assist with certification process on that building.
- USGBC Students is a global community of students to help advance their careers
- Q&A Session: “For schools in the ISCN network that are maybe just starting out, how might you structure the use of USGBC’s tools? What is the roadmap you suggest they take?”: Jamie – thinking about journey through commitment, bringing together stakeholders, where it works out, establish process and write implementation plan. How to advocate for creating sustainability plan on campus, what to research – look at peer institutions and identify what your administrators care about. Where students will end up in careers. Develop plan around these goals that the institutions have
• Q&A Session: “Are there ways for schools to learn from each other through your resources?” / What are key learnings that they can interact and share what they experience. What works/doesn’t work. Jaime: network like USGBC/ISCN is good to discuss lessons learned. AASHE has sister organizations throughout world. Resources online.

• Q&A Session: “Cities and universities are hoping to integrate their efforts for better sustainable development. How can schools approach this?” / A lot of ISCN members focused on integrating sustainability practices with cities to support sustainable development. How to put pieces together. UN example to make connections on ground. Looked at private industry. First model they’re starting to see at local level. Networked approach, then each individual institution working locally.

• Q&A Session: “What’s the biggest challenge you’ve faced in your work? What drives your passion?”: not innovating on curriculum fast enough. We have to be addressing our education.