



# Greening Our Built World: Costs, Benefits, and Strategies

*Greg Kats*

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“Green” buildings—buildings that use fewer resources to build and to sustain—are commonly thought to be too expensive to attract builders and buyers. But are they? The answer to this question has enormous consequences, since residential and commercial buildings together account for nearly 50% of American energy consumption—including at least 75% of electricity usage—according to recent government statistics.

This eye-opening book reports the results of a large-scale study based on extensive financial and technical analyses of more than 150 green buildings in the U.S. and ten other countries. It provides detailed findings on the costs and financial benefits of building green. According to the study, green buildings cost roughly 2% more to build than conventional buildings—far less than previously assumed—and provide a wide range of financial, health and social benefits. In addition, green buildings reduce energy use by an average of 33%, resulting in significant cost savings.

*Greening Our Built World* also evaluates the cost effectiveness of “green community development” and presents the results of the first-ever survey of green buildings constructed by faith-based organizations. Throughout the book, leading practitioners in green design—including architects, developers, and property owners—share their own experiences in building green. A compelling combination of rock-solid facts and specific examples, this book proves that green design is both cost-effective and earth-friendly.

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